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BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
SEPTEMBER 1, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
AUG 31 1935
LIBRARY

6,436 MILES —*after* **2 MILLIVOLTS!**

WOR

The result of Mr. Felix' survey —combined with a mail analysis and sundry other information — will appear shortly in book form.

Edgar H. Felix, noted radio engineer, has completed a field intensity survey of the area served by WOR's new 50,000 watt high fidelity transmitter. It took him and his Ford (both are shown here) 6,436 miles and 4 months. Up hill and down dale he mapped the wily millivolt at hundreds of locations along the Atlantic Seaboard. An exhaustive hunt for facts—and an exciting map for buyers of radio time!

WOR

Bamberger Broadcasting Service, Inc. Eastern Member of the Mutual Broadcasting System . . WGN, Chicago . . WLW, Cincinnati . . WOR, Newark . . WXYZ, Detroit . . (starting Sept. 29) CKLW, Windsor-Detroit

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NBC THESAURUS SUBSCRIBERS

NBC proudly publishes its list of Thesaurus subscribers as of August 19th, 1935. The service was introduced to broadcasters July 8, 1935. Within a period of 37 working days, 71 station operators decided that they would have NBC Thesaurus recorded programs broadcast over their stations and made available to their clients and prospects.

This decidedly favorable reception is easily explained. NBC Thesaurus Service has what station operators need and want:

1. Outstanding artists, offering original arrangements of the best in music, singing, comedy, etc.
2. Daily continuity that is good.
3. Ready-made program suggestions for sustaining or commercial use.
4. Recordings with fine reproducing quality — the result of RCA Higher Fidelity Recording.
5. The necessary flexibility — and economy.

KGO	San Francisco, Cal.
KPO	San Francisco, Cal.
KOA	Denver, Col.
WIP	Philadelphia, Pa.
WCKY	Covington, Ky.
KABC	San Antonio, Texas
WRC	Washington, D. C.
WMAL	Washington, D. C.
WTAR	Norfolk, Va.
WJDX	Jackson, Miss.
KSO	Des Moines, Iowa
KRNT	Des Moines, Iowa
KTBS	Shreveport, La.
WMAQ	Chicago, Ill.
WENR	Chicago, Ill.
WSYR	Syracuse, N. Y.
WMC	Memphis, Tenn.
KDKA	Pittsburgh, Pa.
WTAM	Cleveland, Ohio
WPTF	Raleigh, N. C.
KFJZ	Fort Worth, Texas
WGBB	Freeport, N. Y.
KGBX	Springfield, Mo.
WBZ	Boston, Mass.
WBZA	Springfield, Mass.
WREN	Lawrence, Kansas
WSPA	Spartanburg, S. C.
WALA	Mobile, Ala.
WIXBS	Waterbury, Conn.
WMCA	New York, N. Y.
WGY	Schenectady, N. Y.
WHBF	Rock Island, Ill.
WTMV	East St. Louis, Ill.
WSAI	Cincinnati, Ohio
WSVA	Harrisonburg, Va.
WBAL	Baltimore, Md.
WMBH	Joplin, Mo.
WXYZ	Detroit, Mich.
WIRE	Indianapolis, Ind.
WSB	Atlanta, Ga.
KRGV	Weslaco, Texas
KWBG	Hutchinson, Kan.
CFAC	Calgary, Canada
CJOC	Lethbridge, Canada
CJCA	Edmonton, Canada
KROC	Rochester, Minn.
KSTP	St. Paul, Minn.
WSMB	New Orleans, La.
WMFG	Hibbing, Minn.
WROL	Knoxville, Tenn.
KTAR	Phoenix, Ariz.
WBEN	Buffalo, N. Y.
WJBY	Gadsden, Ala.
WAPI	Birmingham, Ala.
KGBZ	York, Nebraska
WAVE	Louisville, Ky.
KTUL	Tulsa, Okla.
WDOD	Chattanooga, Tenn.
WNBF	Binghamton, N. Y.
KHQ	Spokane, Wash.
WIOD	Miami, Fla.
WBNS	Columbus, Ohio
WHP	Harrisburg, Pa.
WIBM	Jackson, Mich.
WFDF	Flint, Mich.
WLVA	Lynchburg, Va.
South African Broadcasting System,	Johannesburg, S. A.
South African Broadcasting System,	Capetown, S. A.
South African Broadcasting System,	Durban, S. A.
Amalg. Wireless (A'sia) Ltd.,	Sydney, Australia
Muzak Corp. of	Cleveland, O.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ **WASHINGTON** ★ **CHICAGO** ★ **SAN FRANCISCO**

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KGO & KPO

SALES REPRESENTATIVES AT: BOSTON — WBZ • SPRINGFIELD, MASS. — WBZA

SCHENECTADY — WGY • PITTSBURGH — KDKA • CLEVELAND — WTAM • DENVER — KOA • PHILADELPHIA • DETROIT

Now - 5
PARTICIPATING PROGRAMS
over KNX
To Fit the Peculiar Merchandising Quirks of Your Product

HEAR
BEFORE YOU BUY

Each of the KNX participating Programs has a personality all its own. Hear all FIVE—then select the one that best suits your product.

1. "Sharplesville" (7 to 8 a. m. daily except Sunday) conducted by Bill Sharples—the grocers' friend. On KNX for past 8 years.

2. "Eddie Albright's 10 o'clock Family" (10 to 10:30 a. m. daily except Sunday) an intimate KNX program featured for past 10 years.

3. "Fletcher Wiley's Housewives Protective League" (11 to 11:30 a. m. and 3:30 to 4 p. m. daily except Saturday and Sunday) De-bunking false advertising claims, rackets, and assists housewives in determining true value.

4. "KNX Dude Ranch" (9:30 to 10 p. m. daily except Friday and Saturday) featuring Loyal Underwood and the famous Arizona Wranglers.

5. "KNX Barn Dance" (8 to 10 p. m. Saturday nite) featuring entire KNX Orchestra and Talent Staff. Audience show playing before 1,500 people.

Records of ALL these programs are at the offices of John Blair & Co., our National Representatives. Phone to hear them!

THREE DAYTIME AND TWO NIGHTTIME
PARTICIPATING PROGRAMS
FROM WHICH TO CHOOSE

A complete folder, like the sample illustrated here—has been prepared for each of KNX's participating programs. You hear the program—you hear how the commercials are given—you see bonafide case histories of present sponsors—you get up-to-date coverage data—mail breakdowns—costs. . . . .

KNX
THE 50,000 WATT "VOICE OF HOLLYWOOD"

National Representative

JOHN BLAIR & COMPANY . . . NEW YORK . . . CHICAGO . . . DETROIT . . . SAN FRANCISCO

"I've had an idea, Mr. F & S!"

ONE of the finest things about our relationship with our agency and advertiser friends is the constant exchange of ideas which keep the sales-machine humming.

Coming in contact, as we do, with almost every successful (and unsuccessful) radio campaign in America, we are in a rather unique position of helpfulness—both creative and critical.

If you have not yet sampled this phase of "F & S service", we hope you'll do so, soon. All it takes is an invitation. May we be invited into *your* confidence?

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO	(NBC)	Des Moines	KMBC	(CBS)	Kansas City	KSD	(NBC)	St. Louis
WCAO	(CBS)	Baltimore	KFAB	(CBS)	Lincoln-Omaha	KFWB		Los Angeles
WGR-WKBW	(CBS)	Buffalo	WAVE	(NBC)	Louisville	KOIN	(CBS)	Portland
WIND-Gary	—	WJJD-Chicago	WTCN		Minneapolis-St. Paul	KOL	(CBS)	Seattle
WHK	(CBS)	Cleveland	KOIL	(NBC)	Omaha	KVI	(CBS)	Tacoma

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BROADCASTING
and
Broadcast Advertising

Vol. 9 No. 5 WASHINGTON, D. C. SEPTEMBER 1, 1935 $3.00 A YEAR — 15c A COPY

FTC Takes Control Over Radio Advertising

By SOL TAISHOFF

Stations Given Right to Sign Stipulations By Which They Agree to Abide By Rulings on Questionable Accounts

IN THE BIGGEST stride yet taken toward clearing up the confusion that has existed over acceptance of radio advertising accounts in the "questionable" category, the Federal Trade Commission on Aug. 27 approved procedure under which it will assume basic jurisdiction, through an arrangement with the NAB.

Instead of shooting entirely in the dark and imperiling their licenses when they accept proprietary or other accounts upon which the Federal Communications Commission has frowned, broadcast station operators, under the newly approved procedure, will be accorded the same privileges as newspaper and magazine publishers in having the opportunity to follow the so-called "stipulation" procedure. Under it, in advance of any action by the FTC, broadcasters will be allowed to sign stipulations whereby they agree to abide by any stipulations or cease-and-desist orders issued against the advertisers, and as a consequence are not made parties to the litigation.

Effect of Ruling

IN SUBSTANCE, the adoption of the procedure means that accounts on the air which may be under surveillance of the FTC will not be used to penalize stations which sign the waiver and stipulation. During the negotiations between the FTC and the advertiser and its agency to ascertain whether the product is falsely or fraudulently advertised, the account remains on the air, and the station simply agrees to abide by any rulings made by the government agency.

Since the FTC, by law, is given jurisdiction over advertising in interstate commerce insofar as its veracity is concerned, the new procedure more clearly defines its position as related to that of the FCC, which does not have any direct jurisdiction but which early this year hurtled itself pell mell into this sphere, precipitating unrest and confusion to a degree never before occasioned in the industry. Thus, it would seem that the FCC jurisdiction will be severely restricted in this field, and probably will cover scrutiny of actual programs broadcast. There likely will develop a liaison between the FCC and the FTC, under which the latter agency will be in position to report to the station licensing authority the results of its investigations into commodities advertised over the air.

Consummation of this procedure comes at a time when advertisers, their agencies and stations are in a quandary over placement of business advertising proprietaries and other products which were stigmatized by the FCC early this year in its advertising clean-up crusade. At present more than 100 stations are under investigation because of such program acceptances, and face temporary licenses while, in extreme cases, the threat of loss of licenses exists.

The stipulation procedure, which has been followed with highly satisfactory results among the printed media, was devised by James W. Baldwin, newly appointed managing director of the NAB, with Chairman Ewin L. Davis, of the FTC, and members of its special board of investigation. The FTC early in 1934 began to scrutinize broadcast advertising continuities and has been enthusiastic in its commendation of the way in which stations have cooperated. The new stipulation procedure is the second step in the exercise of its powers over radio advertising.

Procedure Outlined

FOLLOWING the preliminary negotiations, which have been in progress intermittently since Mr. Baldwin returned from the NAB convention in Colorado Springs on June 12, he addressed a letter to Chairman Davis Aug. 23 in which he outlined the stipulation procedure as he understood it. He asked that stations be given the opportunity to sign a "publishers' stipulation" as now offered to other advertising media and said he was confident that the nearly 400 station members of the NAB "will contribute toward the same success in the field of radio advertising."

This request was approved by the FTC at its meeting Aug. 27, and steps were taken within the organization to send to all stations the stipulation forms (one is published in full on this page) whenever an account on the air is placed under investigation.

By coincidence, at the very time the stipulation arrangement was negotiated, a new incident developed in connection with the FCC campaign into questionable accounts which brought a severe complaint to the Trade Commission as well as an inquiry to the FCC about its jurisdiction. On Aug. 13, it was disclosed, the FCC Law Department sent a letter to a substantial number of stations handling advertising for a commodity called Congoin, a beverage produced, distributed and advertised by the Congoin Co. of Los Angeles. The letter not only asked for detailed information about the continuities, but also the names and addresses of the manufacturers, distributors, and retailers, the formula of the product, if available, an original sealed package of the product, copies of labels, advertising material, and copies of all agreements and contracts. All this material was asked under oath.

E. S. Woolrich, president of the company, in a letter to the Trade Commission, criticised the FCC procedure. He said that his company, because of the FCC letter, was facing bankruptcy, since practically all of the stations, which he declared totaled more than 100, were reluctant to carry his programs. The company, he asserted, had subjected its product to every character of test and analysis and had come through with a clean bill of health. It has relied entirely on radio advertising, he pointed out, and has met with substantial success. Since stations are hesitant about continuing their Congoin accounts because of the FCC action, he said, distributors and retailers

FTC Waiver and Stipulation Form

THE FORM of waiver and stipulation to be offered to all broadcasting stations in the future in the case of advertising accounts which are under investigation, and under which stations, upon signing the stipulation, will be eliminated from possible punitive action, follows in full text:

The Federal Trade Commission, acting in the public interest, pursuant to the provisions of an Act of Congress approved September 26, 1914, entitled "An Act to create a Federal Trade Commission, to define its powers and duties, and for other purposes," ordered that an application for a complaint be docketed against (hereinafter called the advertiser) based upon charges of false and misleading advertising by radio broadcast in violation of Section 5 of said Act.

The Federal Trade Commission directed that any party participating in the broadcasting of said advertisement be afforded the opportunity of settling the matter by stipulation; and the undersigned, being the operator of Radio Station , over which, on or about such advertisement was broadcast, hereby tenders to the Federal Trade Commission this waiver and stipulation as a means of closing the proceedings in so far as they may affect this broadcasting company (hereinafter referred to as the broadcaster).

(1) The broadcaster disclaims any interest in the business of the advertiser, or the subject matter, or the continued broadcasting of said commercial continuity which the broadcaster desires to defend in the proceedings proposed against the advertiser; waives all right to be joined therein as a respondent; and to such end asserts and stipulates as follows, to wit:

(2) That the broadcaster accepted and broadcast the said continuity as stated;

(3) That the broadcaster is now and was operating said radio station at the time and over which such continuity was broadcast; and

(4) That the broadcaster hereby agrees to observe and abide by the terms and provisions of any cease and desist order based on the aforesaid charges which may hereafter be issued by the Federal Trade Commission; and also agrees to observe and abide by the terms and provisions of any stipulation or other agreement between the aforesaid advertiser and the Federal Trade Commission in this matter of which the broadcaster has notice.

This waiver and stipulation is tendered to the Federal Trade Commission for its consideration and approval, and upon its acceptance is to be entered of record, at which time it shall become binding upon the undersigned.

IN WITNESS WHEREOF, the broadcaster has duly signed and executed this waiver and stipulation this day of , A. D., 193 .

find no occasion to stock the merchandise and the company within the last month, has been forced to release some 30 employes.

Protest to FCC

THIS MATTER was brought to the attention of the FCC on Aug. 23 in a letter from Arthur W. Scharfeld, Washington attorney, who brought out that a broadcasting station client carrying the Congoin program had forwarded the FCC letter seeking the information about the account to him.

"It appears," he wrote, "that the Commission's request as embodied in the foregoing communication marks a radical departure from the procedure previously followed in making inquiry as to the content of broadcast programs." Such requests in the past, he said, usually sought information about the time of the broadcasts and the continuities, whereas the other data solicited, including such things as the original sealed package of the product, names and information about retailers, distributors, and the like, appeared "immaterial to the determination of any matter pending before the Commission and beyond the scope of the Commission's regulatory authority as defined in the Communications Act of 1934."

Mr. Scharfeld contended further that the FCC is by "clear implication" deprived of power to determine issues of fact falling within the purview of the Federal Trade Commission and the Interstate Commerce Commission. He said that certain of the data requested "falls clearly within the jurisdiction of the Federal Trade Commission."

At the FCC it was learned that the whole matter has been taken under advisement and will be considered at an early meeting of the Broadcast Division of the FCC. The letter had been written by one of the attorneys in the FCC law department.

Letter of Mr. Baldwin

MR. BALDWIN'S letter to Chairman Davis of the Trade Commission, setting forth the entire project relating to the stipulation agreement, follows in full text:

This letter is addressed to you as a result of several discussions had with members of your staff concerning the procedure of the Federal Trade Commission in handling matters arising out of your examination of advertising copy.

As I understand it this procedure may be summarized as follows:

When a radio commercial continuity or a published advertisement has been examined by the preliminary reviewer and noted for further attention, it is referred for consideration from a legal point of view after which it is submitted to the Special Board of Investigation. If the Board decides there is prima facie evidence of false or misleading representations, a questionnaire is sent to the advertiser.

Upon receipt of the information called for in the questionnaire together with samples of advertising copy and all follow-up literature etc., the formula, for example, in cases of drugs and cosmetics is submitted to appropriate departments of the government for opinion. The Board then considers the matter in the light of scientific opinion.

If the statements contained in the advertising copy appear to be justified, the matter is reported to the Commission for filing without action.

If the statements contained in the advertising copy are not justified in the light of such scientific opinion the Board forwards to the advertiser a list of the statements in question and a copy of the scientific opinion relative thereto, and the advertiser is afforded the opportunity to produce all the evidence he can to support his claims.

When this has been done, either through correspondence or by personal conferences, the advertising copy is again reviewed in the light of new evidence, if any, and those statements which have not yet been justified in the opinion of the Board are thereupon reported to the Commission accompanied by all evidence in the case with the recommendation that an application be docketed, but that before further action is taken the matter be referred back to the Board to negotiate a stipulation with the advertiser in settlement of the matter.

If the Commission concurs in the recommendation of the Board a stipulation is prepared reciting the objectionable statement and providing inhibitions wherein the advertiser agrees to cease and desist publishing such claims in the future.

If, however, the Commission is of the opinion that the statements contained in the advertising copy are justified, the case is reported for filing without action.

At the time the case is docketed as an application for complaint the advertising medium, *if a publisher*, is notified and extended an opportunity to sign and return a publisher's stipulation enclosed with the notice. In this stipulation, the publisher agrees to observe and abide by the terms of any stipulation signed by the advertiser in the case, or of any cease and desist order entered by the Commission against the advertiser in such case.

The effect of the publishers' stipulation is not to stop the advertising forthwith, but to place the publisher on notice and get his agreement that he will abide by the outcome of the investigation.

When the terms of the advertisers' stipulation have been accepted by the Commission, copies of the same are available to the medium.

In the few cases where the advertiser and the Board cannot agree the matter is reported to the Commission with the advice that a stipulation could not be negotiated, whereupon, as a rule, a complaint is prepared and served by the Commission and the matter takes its usual course of litigation.

Where the stipulation as agreed upon is tendered and accepted by all parties, it is treated as a settlement and the Commission enters an order closing the proceedings.

Your procedure in this matter has been summarized for two reasons—

First, that our understanding of the matter may be verified, that we may be able to better inform our members

(*Continued on page 46*)

FIRST STATION CELEBRATES — Executive staff of WWJ, Detroit, poses for BROADCASTING on occasion of gala celebration in studios Aug. 20, marking its fifteenth anniversary. Founded Aug. 20, 1920, WWJ claims to be the oldest broadcasting station in the United States still on the air. On the table is the original WWJ transmitter (note the telephone "mike"). Left to right in the picture are C. C. Bradner, Walter Hoffman, Wynn Wright, "Ty" Tyson, Harry Bannister, Herschell Hart, Jefferson B. Webb, general manager of WWJ, William J. Scripps, William E. Scripps, president of the Detroit News, Warren S. Booth and and Herbert Ponting.

WBS TO TAKE OVER FORMER NBC OFFICE

FORMER headquarters of NBC, at 711 Fifth Ave., New York, will be occupied by the World Broadcasting System, which name the building will carry, about Oct. 1, according to an announcement Aug. 24 by Percy L. Deutsch, president of WBS. Lease of the building culminates several months of negotiation with NBC, which still has title to the premises.

The 13th, 14th and 15th floors will be occupied by WBS, its recording subsidiary, Sound Studios of New York Inc., and a recording unit of Electric Research Products Inc. Complete recording facilities embodying the latest improvements in sound reproduction, together with the most modern galvano equipment for processing, are being installed at the new location.

When the improvements in the studios and engineering equipment at the new building are completed, Mr. Deutsch said, WBS will have the "finest recording studios in the world". New quarters were necessary to provide additional studio and office facilities. Moreover, he declared the new location in the heart of New York's radio and advertising districts offers a more convenient address.

Plans for Agency Recognition Bureau Headed for Failure; 27 Stations Sign

WITH only 27 stations of the requisite minimum of 120 having signified their intention of participating in the organization, the NAB project for creation of an agency recognition bureau appeared doomed for failure as BROADCASTING went to press with this issue.

Although more than a month has elapsed since the NAB sent out its subscription agreements, together with a covering letter urging member stations to enroll, the number of stations which signed the agreement was so disappointing that it was felt the entire project would go by default on Oct. 1 —the deadline set by the trade association. James W. Baldwin, NAB managing director, declared he had not yet given up hope that the required number of stations would subscribe prior to the deadline, but he was pessimistic over the showing thus far.

Mr. Baldwin's letter of July 24 was sent pursuant to the mandate of the NAB convention at Colorado Springs earlier in the month, at which time a resolution was adopted endorsing the agency recognition bureau project. In it Mr. Baldwin said that the bureau would be created only when the costs of operation for the first year, estimated at approximately $16,000, had been underwritten. A minimum of 120 subscriptions at $125 per year therefore was necessary to cover the first year's operation.

Summer Vacations Hurt

MR. BALDWIN found some solace in the fact that during the summer most of the station operators are away on vacations. He was hopeful that before Oct. 1 arrives he will have the required number of stations enrolled. Neither of the networks definitely have signed the agreements in behalf of their owned and operated stations, although Mr. Baldwin had received indications that CBS might enroll for the half dozen stations it operates. In the case of NBC's 14 owned and operated stations he had received no word. Stations which have signed the subscription agreements are: WPTF, WJBK, WOW, WFBL, WHK, WPRO, KFBK, WRVA, WGR-WKBW, WGAR, KTAT, KSO, WBBM, WMBC, WDAG, KFPY, WTIC, WGBI, WHO-WOC, WLS, KMBC, WFAA, WHOM, WKBN, KFSD, KDYL and WAIU.

The subscription agreement specified that the Bureau would be created "for the purpose of collecting and disseminating information with reference to the financial status, organization, advertising experience, and related information concerning agencies engaged in the field of radio advertising." It stated that unless at least 120 subscriptions were received on or before Oct. 1, the agreement would become null and void.

Newspaper Stations Out

THE NAB commerical committee had reported to the Colorado Springs convention that 75 per cent of the stations it had surveyed were in favor of the bureau. As a consequence, the poor returns on the subscription agreement were somewhat baffling.

Few of the newspaper-owned stations subscribed to the project. This is attributed largely to the fact that the newspapers themselves have set up within the American Newspaper Publishers Association an agency recognition bureau of their own, and the information procured from it obviously also is available to the affiliated stations.

Does Radio Now Need a Shot in the Arm?

By LEO B. TYSON
Manager, Al Pearce and His Gang

Audience Said to Be Losing Interest in Air Programs; Possibilities of Television in Stimulating Listeners

Mr. Tyson

MR. TYSON'S charge that radio is losing audience is disputed by his own admission that top-notch talent continues to be so popular; more than that, any number of surveys can be produced to refute his statement that radio interest is waning. We don't agree with that thesis, but his warnings against the dangers of lethargy, especially in accepting new ideas and keeping on your tiptoes with respect to production, merit attention. The author formerly was a prominent Pacific Coast station manager and impressario. His popular radio troupe recently came East and, after a short period on sustaining, has just been signed by Pepsodent for a new NBC series.

WILL radio survive as an advertising medium? Offhand such a query appears totally absurd. Especially so in view of the fact that it is practically impossible to buy choice spots, daytime or evening, on either of the major networks or on a majority of the nation's leading independent stations. But delving a little into the mysterious aura that seems to surround radio we discover some interesting situations.

If you have held an ear to radio's heart beat for the last two years, you will agree with me, I think, that the industry, parodoxically, is doing an excellent job but has nevertheless allowed itself to slip into a state of lethargy, at least as far as any material and outstanding progress is concerned.

It is rapidly approaching the condition in which the motion picture industry found itself in 1926 just prior to the advent of sound pictures. The public had completely lost interest in silent pictures. They had seen old faces and older themes and plots paraded before their eyes until they quit, almost to a man, attending picture houses. The industry, putting it mildly, was desperate and quickly realized that something new and revolutionary must be accomplished if the sick horse was to survive.

When Dope Wears Off

FORTUNATELY they came up with just what the doctor ordered —sound pictures. The public's jaded entertainment appetite was immediately awakened and the industry was the recipient of another tremendous shot in the arm to prolong its life. But one of the unfortunate reactions of dope is that it soons wears off, and the picture industry in a few more years may find itself in the same sick bed it was in 1926, wondering where its next big um-mmph will come from.

The situation that radio is facing is analogous to the one silent pictures faced. When radio first cracked out of the ether there was hardly a family that did not spend the evenings with the faces of its members wreathed in earphones, grasping eagerly at every word or note the crystal set picked up. As the quality of the receiving sets and programs improved this interest was intensified and sustained. But after a while the novelty wore off and radio settled back into a life of ease, apparently well satisfied with its accomplishments.

There is no denying the fact that the size and interest of the radio audience has dwindled in the last few years. True there are "highlight" programs that still command tremendous local and nationwide audiences. But the number of people listening, and the percentage of hours that radios are on, has unquestionably diminished. Surveys by questionnaires, personal canvass and telephone have proved this. It isn't the fault of the radio audience. It is just that we in the industry have been too darn lazy to get in and dig up something new to attract and hold their interest.

But radio's effectiveness as an advertising medium cannot rest entirely upon a few "highlight" programs. There must be a consistent seven-day-a-week daytime and evening interest if radio is to achieve its potential heights as a commercial medium. It is gratifying to note the outstanding improvement that the networks have made recently in their daytime programs, both sustaining and sponsored. Advertisers should share some of this credit, however, as a number of them, unable to purchase evening time because of its scarcity, were forced into the daytime hours and insisted upon good programs and talent. They discovered too, that daytime programs could be productive if the entertainment was attractive.

Search for Talent

THERE are more advertisers on the air today than ever before and approximately 70% of them will continue during the summer months. The problem is: Where to find sufficient, qualified talent for these programs. The supply of top-notch talent is being used up at an alarming rate. The Bennys, Jolsons, Penners, Cantors, Warings, Allens, Wynns, and others, are carrying the torch at present but they can't be expected to last forever.

In view of the situation that is arising, radio, it appears, has a very definite assignment. It must bring about a "talking picture" era in its existence just as the silent picture did. New talent, new methods of presentation, new interests for the listener are becoming more and more imperative.

All of us in the business, and fortunately most of the laymen, realize that radio operates under well-defined technical handicaps. But these should not be used as skirts to hide behind. Most of radio's present-day shortcomings can be charged directly to poor production, cheap and insufficient talent, bad taste in some of the products accepted and a growing tendency towards over-commercialism. The pendulum has swung just about as far as it can afford to in this direction.

Reality in Programs

RADIO has one outstanding qualification. It can do things quickly. It is not yoked with any cumbersome procedures that take a long time to consummate. It can win an interested audience or lose it in a jiffy, and can do new things and toss out old ones overnight. Because of this flexibility, radio can always keep itself fresh and interesting.

There is vast room for improvement in program presentations. They should be more human, friendly and down to earth. Radio has been a little too inclined to favor "make-believe" rather than reality. No one dared mention the word "depression" on the air yet when Father Coughlin came on from Detroit, discussing ways and means of remedying this condition, he overnight attracted a tremendous audience. Why? Not because he was a Catholic, or a good speaker or parted his hair in the middle, but simply because he discussed subjects that were near and dear to every listener, things that were vitally effecting their lives.

Another program that immediately built up a large following dealt with solutions of everyday problems of social and moral ethics. They were real, live problems that a perplexed world wanted answered. The radio audience has changed in the past few years, but radio hasn't kept in tune with this transition. We've got to get back closer to home.

There is vast room for improvement, too, in the technique of radio scripts. Too often they are knocked out hurriedly with the result that they are verbose, misconceived, fail to advance the story and depend too much upon gags rather than situation development to put them over. The definite establishment of "locale" is often entirely overlooked. Amos and Andy never used a gag in their lives but develop their humor from situations. And they never fail to establish definitely the locale of every episode.

More programs should be built with the objective of pleasing the listeners, rather than the musicians and the people doing the building. Rather bromidic, perhaps, but still being ignored by those responsible for programs. Radio needs to develop new talent through its own facilities. Stations should be interested in training and developing new talent without waiting for it to come and jump in their laps. A school for dramatics, correct speech, diction and poise should be a functioning part of every major station.

The Sales Message

ANNOUNCERS should be familiar with at least the fundamentals of salesmanship. Too many of them are more concerned with how impressive their voice sounds than how effective their sales message can be made. They continue to come in our living rooms as salesmen, speaking at the top of their voices and quite often at such a rapid rate as to be scarcely understandable. And a little more thought and ingenuity on the part of advertising agencies in preparing the commercials could not hurt any.

Radio contests should be curtailed. If any advertiser would take the time to analyze the results of a contest, other than the number of replies received, he might discover that he had lost a lot of goodwill on the part of the public for his product. It is only human that anyone entering a contest firmly believes his solution a winner. When he finds it isn't he is quite often antagonistic toward the sponsor and feels the contest was not on the level.

But the far more important consideration is that radio, which has done such an amazing job of selling, should not be continually asked to prove itself. Closer cooperation and understanding between sales and program departments would not only assure better programs, but more satisfactory returns commercially.

Stunts in radio have become pathetically ludicrous. "Ice man kissing", contests, frog-jumping events and the like are just about double zero in broadcasting and certainly reflect no credit upon the industry. The time devoted to events of this

(*Continued on page 42*)

ASCAP Trying to Boost Rates By 40% In Rider to Contract

Charges Would Be Boosted by That Amount in Case Warner Bros. Houses Withdraw by Dec. 31

FEAR that the American Society of Composers, Authors & Publishers has broken faith with the broadcasting industry in its recent pledge to renew all outstanding contracts for the performance of its music under their present terms for five years from Dec. 31, and instead is attempting to foist upon independent stations what amounts to a 40% increase, is being manifest throughout the industry.

NAB headquarters in Washington has received from many stations which have negotiated for renewal of their contracts, copies of a "rider" to the present contract, which, it appears, would have the effect of increasing the cost of the present ASCAP catalog by 40% should the Warner Bros. publishing houses carry out their announced intention of withdrawing from the ASCAP fold at the end of the year. The Warner Bros. houses control about that amount of the ASCAP catalog.

The new "rider", heretofore not mentioned by ASCAP, reads:

"In case there shall be a substantial diminution in the quantity of musical numbers, the performing rights of which are licensed under this agreement, then the licensee shall have the right to terminate this license upon three days notice by registered mail, addressed to the Society. This right shall be exclusive of all rights and remedies."

Violation of Pledge

THIS, it was revealed upon examination of industry correspondence, is not in keeping with the pledge made by E. C. Mills, ASCAP general manager in his letter to A. P. McCosker, chairman of the NAB copyright committee, on June 17, in which he said all existing contracts would be extended under their exact terms for five years. The terms now specify, among other things, that the ASCAP catalog will remain substantially the same insofar as the volume of compositions is concerned, and that there will be no substantial diminution.

James W. Baldwin, NAB managing director, conferred with Mr. Mills in Washington on Aug. 28 about the rider. No comment was forthcoming, however.

In the case of the rider offered, however, which obviously anticipates the withdrawal of the Warner Bros. houses, it means that stations, in order to get the same amount of licensed music they now are privileged to perform under the ASCAP contract, would have to contract with Warner Bros. and still pay to ASCAP the full 5% of their gross, plus sustaining fee, for the sharply curtailed catalog. During the current year broadcasters are paying to the ASCAP in the neighborhood of $3,000,000 for musical performing rights.

The offer to all stations to extend contracts for five years from Dec. 31 came after the two major networks and WCAU, Philadelphia, had negotiated five-year renewals with ASCAP under their present terms—an incident that caused a furore in the industry. These organizations signed the extensions, however, with the definite understanding that all other station contracts would be extended on the same basis. This, it appears, ASCAP now does not propose to do.

Meanwhile, with two states already having taken legal action which frustrates the American Society of Composers, Authors & Publishers in its royalty-collecting rampage, and with others planning similar procedure, the musical copyright pool now appears to be facing its most severe legal test. In Washington state ASCAP was thrown into receivership by the state courts, with users of copyrighted works specifically enjoined from paying tribute to it. In Wisconsin the legislature has passed a bill placing a 5% tax on the gross receipts of "music brokers" for the preceding year, and imposing other rigid restrictions which will have the effect of squelching what state legislators have characterized as a "well developed, organized and extensive racket which should be effectively suppressed."

Per Piece Basis

MOREOVER, within ASCAP's own house there are continued signs of disorder. The Warner Bros. music publishing interests, which represent about 40% of ASCAP's performance catalog insofar as radio is concerned, adheres to its announced intention of withdrawing from the pool on Dec. 31. More important, in response to a specific inquiry A. M. Wattenberg, as executive of the Music Publishers Holding Corp. representing Warner Bros. publishers, has indicated that the corporation may offer its compositions to stations on a "per piece" or measured service basis, as against the ASCAP percentage-of-gross receipts arrangement plus a sustaining fee.

Mr. Wattenberg stated that the subsidiaries of the Music Publishers Holding Corp., namely, Harms Inc., M. Witmark & Sons, Remick Music Corp., and New World Music Corp., "are at present preparing lists of their copyrighted works and are formulating a plan for the granting after Dec. 31, 1935, of licenses for the use over the radio of their respective musical compositions." He added: "For your information, the renewal of the ASCAP agreement after Dec. 31, 1935, will not give you the right to broadcast the works of our subsidiaries. As soon as these catalogs and plans are printed, we shall be glad to send copies to you."

Should this procedure be carried out, it will further confuse station dealings with ASCAP, which has maintained that whether or not the Warner Bros. houses withdraw, it will still have the composers' authority to license their compositions. Suggestions were advanced at the recent NAB convention at Colorado Springs that if Warner Bros. withdraws from ASCAP, then stations should deduct from their payments to ASCAP 40% of the amount they have been paying, since that would represent the degree to which the ASCAP catalog would be depleted.

FROM HEAD TO FOOT—Fred Astaire performs before the microphones on the Lucky Strike Hit Parade. Here he is, with an RCA velocity mike picking up vocal renditions and another taking care of Astaire's twinkling toes.

Dissatisfied with the five-year renewal contracts which ASCAP has offered stations, under which they would continue to pay 5% of their gross, plus arbitrary sustaining fees, a number of stations are negotiating independently with ASCAP, it was learned. Philip G. Loucks, former managing director of the NAB, has been retained by several stations to carry on their negotiations, while Sol A. Rosenblatt, former NRA administrator and formerly associated in the law firm of Nathan Burkan, general counsel of ASCAP, has been retained by others. Among the latter are the Yankee Network, WCKY, Cincinnati and WFIL, Philadelphia. Contracts of a more favorable nature, like those held by certain newspaper stations which pay only on programs using music, and by WCAU, Philadelphia, which pays on a similar basis and is allowed certain discounts, are being sought, it is indicated.

Mills Tours Country

E. C. MILLS, ASCAP general manager, has been making a swing about the country conferring with broadcasters, motion picture exhibitors, hotel executives and other copyright users. In Portland early last month he discussed conditions with users both in Oregon and Washington. It is reported that he declined to cross the state line because of the possibility that he would be arrested under the terms of the injunction against ASCAP issued by the state courts. Later in the month he was in Dallas and discussed licenses with Mr. Loucks, among others.

In Wisconsin, according to Walter J. Damm, manager of WTMJ, Milwaukee, the legislative action against ASCAP was prompted because of the onslaughts of ASCAP against owners of small dance halls and other amusement places who had been threatened with suit. Assemblyman Frank Graass, of Sturgeon Bay, fostered the legislation against what he described as the "biggest racket in the state". He said that the collection of copyright fees from proprietors of amusement places is a business that runs into hundreds of thousands of dollars a year and that it is operated through prompters and informers who aid in placing the victim on the spot. The Assemblyman asserted that a prompter, for example, would send to a hotel orchestra a "request" that a certain number be played. When the orchestra complied, the proprietor would be presented with a bill for the rendition of the copyrighted music.

The legislation was enacted, it was reported, before the ASCAP "lobby" had an opportunity to function. Specifically it provides that no music broker, other than the composer himself, may license his compositions in the state unless he obtains a license and pays a tax of 5% of the broker's gross receipts for the preceding year whether obtained within or outside the state. He must also give complete information on officials of the company, their salaries, rates charged the player and fees paid the author. A $500 fine is provided for any person who requests performance of a copyrighted composition in order to start an infringement suit. The law also authorizes courts to enjoin this and other practices.

The Washington action grew out of a finding by the Attorney General of the state that its constitution prohibited price-fixing in restraint of trade, and Judge D. F. Wright, of the state court found that ASCAP fell in that category. An injunction was issued restraining ASCAP from doing business in the state until its operations conformed with the court's mandate, and restraining stations and other copyright users from doing business with ASCAP until the court permitted. Afterward, the court declared ASCAP in temporary receivership and appointed as receiver T. E. Griffin, Seattle attorney.

"Acts of Oppression"

THE ORDER of Judge Wright of the Washington State Court, appointing a temporary receiver for ASCAP, was sweeping and gives the receiver, Mr. Griffin, authority to conduct all ASCAP business in the state. The court found that ASCAP was doing business in Washington without having legally incorporated and has "by various acts of oppression and by means of the monopoly which it enjoys, forced upon defendants in this action in the state of Washington oppressive agreements in violation of the civil and criminal laws of this state."

The appointment of Mr. Griffin as a receiver supplements the action of Judge Wright on Aug. 7 in issuing an injunction against ASCAP. The court specified that on Aug. 26 another hearing would be held at which officers of ASCAP were asked to appear to show cause why the receivership should not be made permanent. As BROADCASTING went to press it had not been ascertained whether the ASCAP officials appeared.

PADEREWSKI, Polish pianist, will make his first American radio concert this fall over an NBC-WJZ network from 10:30 a. m. to noon, Oct. 12, a rebroadcast from his home in Morges, Switzerland, and his only performance during the year for the U. S. audience.

Radio Undisturbed As Congress Adjourns

Dozen Measures Affecting the Industry Must Await Action In 1936; Copeland and Copyright Bills Fail to Pass

THE BROADCASTING industry survived the first session of the 74th Congress, which adjourned Aug. 26 after as wild and woolly a tenure as any during the last decade, without a single legislative reverse, but with a few battle scars administered by members of that body in their verbal onslaughts.

An inventory disclosed that a dozen measures affecting broadcasting in one way or another were introduced, with several getting fairly close to enactment. All of these bills hold their places on the docket for the second session of the 74th Congress, which convenes Jan. 3. Most of the Congressional debates having to do with broadcasting and its regulation developed from the machinations of lobbying minorities which have fostered government control or which have sought to carve a slice of spectrum for themselves for commercial ends.

From the industry standpoint, the most important measure to die with the Congressional adjournment was the Duffy Bill (S-3047) to amend the copyright law of 1909, and which would strip ASCAP of the arbitrary powers it has held in demanding and getting its pound of flesh from all so-called public performers of music for profit. The bill provides for elimination of the arbitrary minimum penalty of $250 per number for innocent infringement and leaves the amount of damages to the discretion of the courts.

Rests in the House

PASSED by the Senate last month, in the face of terrific opposition of ASCAP, the measure failed to get out of the House Patents Committee despite the prodding of the Senate Department and the industries supporting it, because the chairman, Rep. Sirovich (D.) of New York, did not feel disposed to call his committee together. Proponents plan to pick up where they have left off at the opening of the next session.

Another measure of great import to the business side of broadcasting which failed to complete the legislative gauntlet was the Copeland Bill (S-5) to regulate the sale and advertising of food, drugs, devices and cosmetics. Although passed by the Senate after it had been riddled with amendments which extracted most of its teeth, the bill failed to get out of the House Interstate and Foreign Commerce Committee because of the eleventh-hour log-jam and the rush for adjournment. Opposition to the measure in the House was only passive, since the bill had been so emasculated in the Senate over a period of two years that it was largely unobjectionable to the numerous industries affected by it. The bill, while endorsed by President Roosevelt, was not on his "must" list and therefore was permitted to lapse. Enactment at the next session is probable.

At the eleventh hour Rep. Scott (D.) of California, introduced a series of far-reaching amendments to the Communications Act dealing with broadcasting, which are rather illusory in scope. In addition he offered a resolution for the creation of a "Broadcasting Research Commission" the function of which would be to decide the future of the broadcasting industry, with no small emphasis of the feasibility of setting up a government-owned or controlled network.

While the proposals had the earmarks of having been sponsored by practically all of the anti-commercial radio and reform groups, with a smattering of the educational-religious ideas along with those of the American Civil Liberties League, Rep. Scott said he had drafted them himself and that they were not introduced at the behest of any particular group. Introduced on Aug. 23, the proposals were published in the *Congressional Record* along with "remarks" explaining them. In introducing them, Mr. Scott said he desired to see some action in the next session and that meanwhile members of Congress would have opportunity to look them over.

At the session just ended it became increasingly evident that radio is now a choice topic of Congressional conversation. Members of Congress have learned of the importance of broadcasting as a means of mass communication and they have become rather worldly wise on it. They have been lobbied by educators, belligerent newspapers, labor organizations, sectarian church organizations and numerous other minorities seeking preferential treatment, and several of the measures introduced reflect the culmination of these campaigns.

The bills introduced during the current session unquestionably will be augmented by others when the next session convenes in January. Because of the controversial nature of the more important of these measures, it is likely that they will die too, since the 1936 session is likely to be short-lived because 1936 is a presidential campaign year.

In the category of lobby measures which grew out of the efforts of the agitators, and which, happily, were dormant all last session are two bills, both introduced in the House. The first is the Rudd Bill (HR-55), introduced at the very outset of the session by Rep. Rudd (D.) of New York, which would cancel all existing station licenses and force a reallocation of the entire spectrum, with one-fourth of the facilities to be assigned to non-profit organizations. This in effect is what the Paulist Fathers, operating WLWL, New York, sought repeatedly from Congress after they had failed in actions before the FCC and its predecessor, the Radio Commission, to procure a high-power full-time station in New York. The Paulists sponsored this bill.

Federal Operation

THE SECOND is the measure introduced by Rep. Monaghan (D.) of Montana, (HR-8475) which would set up a government network, and do various other things of an illusory nature. This measure, it is understood, was introduced at the behest of Michael Flynn, legislative contact for the American Federation of Labor, who also has been identified with the Paulist Father lobby. It won the spontaneous support of such organizations as the Joy Elmer Morgan educational reform group, which long has fostered government control of broadcasting on a non-commercial basis.

Toward the fag end of the session there were introduced two measures having to do with the placing of prohibitions upon musical performances by foreign musicians. These elicited prompt protest from the NAB on the ground that they would "effectively reduce the opportunities for the employment of American musical talent". The bills are HR-8927 and 9045, and were held to be unworkable by James W. Baldwin, NAB managing director, in a letter sent Aug.

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STATUS OF BILLS AFFECTING BROADCASTING

As Congress Adjourned Aug. 26

S-5—Copeland Bill to regulate manufacture, sale and advertising of food, drugs, devices and cosmetics, passed by Senate, and pending before House Interstate and Foreign Commerce Committee.

S-3047—Duffy Bill to amend the Copyright Act of 1909, and afford new protections for users of copyrights, including broadcasting, by stripping ASCAP of arbitrary powers, passed by Senate, and pending before House Patents Committee.

S-541—Capper Bill (Culkin Bill, HR-8404, companion measure in House) to prohibit advertising of intoxicating liquors in interstate commerce including broadcasting, pending before Senate Interstate Commerce Committee. House measure pending before Interstate and Foreign Commerce Committee.

S-820—Neely Bill to force losing applicants in contests over existing radio stations to pay full costs of proceedings, pending before Interstate Commerce Committee.

S-2243—Wheeler Bill carrying out recommendations of FCC that Davis Equalization Amendment on Broadcast allocations be repealed, and that allocations be left to discretion of FCC, pending before Interstate Commerce Committee.

S-3261 — Walsh Bill (McKeough Bill, HR-8852, companion in House), to amend Communications Act by requiring State Department to approve all programs broadcast by or for foreign governments, pending before Interstate Commerce committees of two houses.

S-4—Copeland, Vandenberg and Murphy bill, to prevent promotion of fraud through interstate commerce, pending before Commerce Committee.

HR-55—Rudd Bill to allocate one-fourth of all broadcasting facilities to non-profit organizations, pending before House Interstate Commerce Committee.

HR-8475—Monaghan bill to create government broadcasting network and set up Radio Commission to operate system and otherwise regulate broadcasting, pending before House Interstate Commerce Committee.

HR-3252—Sauthoff bill to prohibit use of mails, periodicals and broadcasting stations to advertising loans for which interest in excess of 15% per year is charged, pending before House Post-office Committee.

HR-197—Buckbee bill to prohibit untrue, deceptive, or misleading advertising through mails or in interstate commerce, pending before Interstate and Foreign Commerce Committee.

HR-8980—McCormack bill to allow ships to pick up radio news reports, pending before Interstate and Foreign Commerce Committee.

HJRes-220—Sirovich resolution to establish an executive department, to be known as Department of Science, Art and Literature, hearings held before House Patents Committee, but no report issued.

Scott Bills and Resolution (HR-9229, 9230 and 9231 and H Res-370) to amend the Communications Act with respect to political broadcasts, censorship and broadcasters' liability for utterances, and to set up a Broadcasting Research Commission to investigate the industry and the proposals of outside groups for facilities.

Petitions presented by a number of Senators requesting that publication of testimony at FCC hearings on broadcasting be at government expenses, pending before Senate Interstate Commerce Committee.

Complicated Set-up For March of Time

Enlarged Staff Needed for New Series of Dramatizations

Mr. Pryor

ONE of the most elaborate set-ups in commercial broadcasting was made for the *March of Time*, which began its fall season on a five-a-week basis Aug. 26, under the joint sponsorship of *Time* magazine and Remington Rand Inc. Each company pays for and receives commercial credit for alternate broadcasts.

Arthur Pryor Jr., of Batten, Barton, Durstine & Osborn, is in general charge of production, but his assisting staff has been much increased as compared with previous series when the show was presented weekly. Pryor himself will do less actual producing and will concentrate on general direction, checking the work of Homer Fickett, William Spier, Charles Underhill and John Martin. During each separate dramatization at least one of these producers will be in the control room while one is in the studio, and the individual men will alternate on these tasks.

How It Is Done

SPECIAL office space has been leased in the CBS building for use as a *March of Time* press-room. The United Press ticker is installed here, and the script staff begins work daily at 8:30 a. m. under the direction of William Geer, of *Time*. Dramatizations are prepared and revised throughout the day, the deadline for the tentative show being 6 p. m. At this time rehearsals begin, and continue with only one short interval until air time at 10:30. About a dozen regular actors who have appeared on previous series form the nucleus of the cast, with about the same number who provide crowd effects. In addition there is a roster of about 20 special performers who are called upon for particular characters.

While the script is being written during the day, duplicates of the later drafts must be furnished the music department, where special arrangers work on the scores. Howard Barlow is musical director and conducts the performances.

The writing staff consists of the following, under Geer: Bob Richards, formerly of *Time* and its radio programs; Robert Tallman, from the *New York Herald Tribune;* Winthrop Parkhurst, from Transradio Press and newspapers; Garrett Porter, late of United Press; Ruth Barr, Iowa program producer, and Al Perkins, who helped write last year's dramatizations and worked on the news-reel.

United Press has a printer installed at 485 Madison Avenue, and the service is specially edited for *Time* to keep unusable material off the wires. One research specialist in the offices of *Time* devotes the entire day to answering queries from the press room; United Press correspondents are subject to queries calling for a description of a murder victim's voice and information as to whether he shushed his s's when drunk; special despatches to *Time* from its own correspondents (generally containing background material in high-relief) are also made available to script writers.

Ed Jerome, who won fame impersonating Stalin, has been busy for weeks seeing all newsreels of the emperor Haile Selassie several times over, interviewing members of the Ethiopian royal family who are in America, and practising up on the appropriate roar for the conquering lion of Judah.

EXPLODES A THEORY

"Mrs. Page" Runs Period Entirely Devoted to Sales Talk

THE THEORY that listeners universally don't care for straight sales talk is exploded insofar as a sizable feminine listening audience in Detroit is concerned, according to Leo J. Fitzpatrick, general manager of WJR, Detroit, and newly elected NAB president. One program, which has been running on the station for eight years six days a week, is practically 100% sales talk for 15 full minutes, he points out.

The program is conducted by "Mrs. Page", and she calls it "Advertising in Curl Papers". Over the eight year period she has sold a wide range of products, from cosmetics to washing machines, with sponsorship both by national and local accounts. The program always has opened with only the briefest of identifying recorded theme songs, then Mrs. Page runs for a quarter-hour of direct selling.

The appeal, according to Mr. Fitzpatrick, lies entirely in sincerity of delivery. Mrs. Page has worked on the theory that much of the radio advertising of today is over-dramatized and "high-hat". She warns: "Call a spade a spade and a tomato a tom-ay-to".

CBS MAY CHANGE CINCINNATI OUTLET

CONVERSATIONS looking to a possible change in the CBS outlet in Cincinnati to WCKY, now an NBC-WJZ basic station, were held in New York during the week of Aug. 19. L. B. Wilson, president of WCKY, it was learned, has conferred with Herbert V. Akerberg, of the CBS station relations department, but it was stated that probably no decision would be forthcoming until the return to this country of William S. Paley, CBS president, now in Europe.

WCKY, now using 5,000 watts on 1490 kc., is contemplating an application for an increase in power to 25,000 watts. The CBS-owned outlet in Cincinnati is WKRC, operating on 550 kc. with 1,000 watts at night and 2,500 watts day. Should WCKY, which has not signed the NBC compensation agreement, eventually switch to CBS, the present CBS station, it is presumed, either would become independent, or possibly change ownership and thereby be in position to become an NBC outlet.

No comment was forthcoming from CBS in connection with other possible changes in outlets, aside from the fact that new negotiations are being carried on with John Shepard 3d, president of the Yankee Network, present CBS New England outlet.

Burt Squire Appointed As Manager of WINS as Jesse Kaufman Resigns

Mr. Squire

IN A CHANGE in the management of WINS, New York, Jesse L. Kaufman, general manager since early this year, leaves that post Sept. 1 and will be succeeded by Burt Squire, commercial manager of WHK, Cleveland, it was learned Aug. 24. Mr. Kaufman did not divulge his plans, but said he would remain in New York for the time being.

Mr. Kaufman, former manager of WCAE, Pittsburgh, also a Hearst station, in April, 1934, was transferred to New York as radio business manager of the Hearst stations. Early this year he assumed the general management of WINS and he leaves that post under the reorganization. R. L. Ferguson, former manager of the station, recently returned to its commercial management.

Mr. Kaufman

Mr. Squire's resignation as commercial manager of WHK was announced last month, but at the time no mention was made of his new connection. He became sales manager of WHK on Aug. 1, 1934, after having served in a similar capacity with WGAR, Cleveland. Prior to that he was in the transcription department of the Columbia Phonograph Co., having begun his radio career with WMCA in New York in 1930.

C. A. McLaughlin, assistant sales manager of WHK, has been placed in temporary charge of the sales department, succeeding Mr. Squire. Carl Everson, program director, resigned to become manager of WAIU, Columbus, O., after seven years with WHK. Larry Roller has been named acting program director. Miss Mary O'Kelly, formerly of WPTF, Raleigh, N. C., will become head of WHK's continuity and studio productions department.

Stations for Ex-Lax

FORTY-ONE of the 60 stations which are to carry the transcription series of Ex-Lax Inc., Brooklyn (proprietary), have been selected, with the rest due to be picked before the series starts in mid-September. Ex-Lax will use two quarter-hour discs weekly, titled *Strange as It Seems* and based on the John Hix cartoons. The transcriptions are being prepared on the West Coast under the direction of Joseph Katz, president of Joseph Katz Co. Inc., New York, agency handling the account. Stations selected to date are: WOAI, WOW, WKY, WLAC, KPRC, WBAP, WEBC, WFAA, WHIO, WFBR, KMBC, WWL, WIOD, WCAE, WEEI, KSTP, WMC, WIRE, WSB, CFRB, WFBL, WGBI, WDBJ, WPTF, WJAR, WBNS, WHK, WOKO, KWK, WJR, KTSM, KLZ, KTUL, WOWO, WTAG, WWVA, WFIL, WTIC, WHP, WCKY, WSOC.

NBC's Sustainings To Michigan Net

Sept. 29 Will Bring Shift In Detroit Net Outlets

WHEN WXYZ, Detroit, joins the NBC-WJZ network Sept. 29, the network will feed its sustaining programs not only to WXYZ but to the remaining seven stations of the Michigan Network, of which the Detroit station is key. The Michigan Network will remain intact and the NBC sustaining service to the stations, furnished on a no-pay basis, will be maintained for at least the duration of WXYZ's contractual relations with the stations, or until June 1, 1936, according to H. Allen Campbell, general manager of WXYZ and the statewide chain.

Both WXYZ individually and the 8-station network will increase their rates about 20% as of Sept. 1, Mr. Campbell stated. The WXYZ rate (nights) will run $375 per hour, $250 per half hour and $150 per quarter hour; NBC's night rates for the station will be $360, $216 and $144. When WXYZ leaves the Mutual Broadcasting System, simultaneously with its affiliation with NBC, CKLW, Detroit-Windsor, will become the MBS outlet. WJR will become the Detroit CBS affiliate in lieu of CKLW.

Increase in Accounts

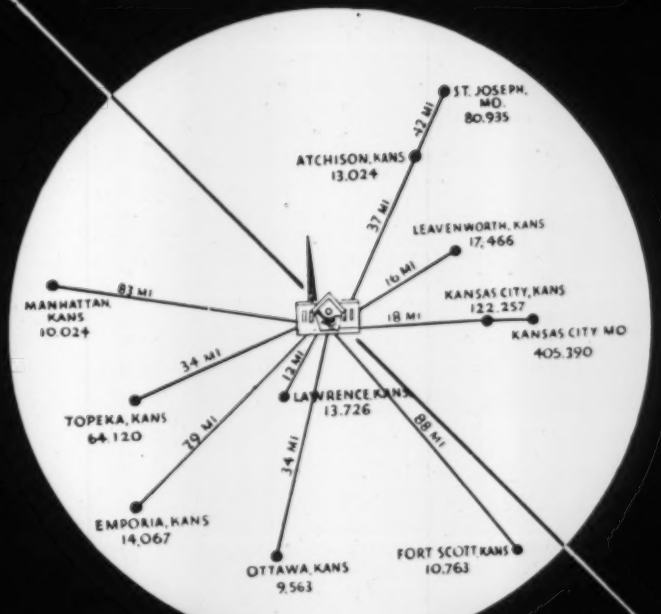
ACCORDING to Mr. Campbell, WXYZ will continue to serve the Michigan Network with full service, including its regional commercials, some of which will be fed separately from Detroit to the other network stations when WXYZ is taking NBC commercials. No NBC commercials will be fed the other Michigan network stations under present plans.

Mr. Campbell reported that the Michigan Network now is carrying 15½ hours of commercials, which will be increased to 23½ hours as of Sept. 29. Among the new accounts signed are: Allen Chemical Co., Toledo (Hegx Cold Remedy), five 15-minute UP news periods weekly through Sterling Beeson agency, Toledo; Carlsbad Co., New York (Carlsbad Salts), three 15-minute periods weekly, through H. M. Kiesewetter Advertising Agency, Inc., New York; Schmidt Brewing Co., Detroit, (beer), three 15-minute periods weekly, through Simons-Michelson Co., Detroit; Frankenmuth Brewery, Frankenmuth, Mich., (beer), three 15-minute periods weekly, direct; Ekhardt & Becker, Detroit, (beer), three 15-minute sports periods weekly, through Brooke, Smith & French, Inc., Detroit; Morley Bros., Saginaw, Mich. (refrigerators), three 15-minute periods, weekly, direct.

KNX Feeds Mutual

THE FIRST Mutual Broadcasting System program to be keyed from the Pacific Coast was broadcast from KNX, Los Angeles, Aug. 22, when the memorial services for the American humorist and radio star, Will Rogers, were fed to the network from the Hollywood Bowl. In addition to the three basic MBS stations, the program also was fed by KNX to the Yankee Network and to stations of the Canadian Radio Broadcasting Commission.

The ONLY
NBC BLUE NETWORK RADIO
STATION *Between* DENVER *and*
ST. LOUIS · 900 MILES



AN AUDIENCE OF 4,000,000
LISTENERS IN WREN AREA. LET US
SEND YOU *"Amazing Facts"*

5000
WATTS

WREN

LAWRENCE
KANS.

"The Greatest Advertising Bargain in the Middle-West"

Tour Abroad Convinces Royal That Interest in Broadcasts Is Growing

JOHN F. ROYAL, NBC vice president in charge of programs, returned Aug. 19 on the *Normandie* from a European tour, which carried him through 17 countries, convinced that radio broadcasting is the healthiest thing he saw on the continent.

Regardless of whether individual countries' programs are sponsored or are under government monopoly, the public interest in the type of entertainment they get, and the hours during which it is available, has never been higher, Royal told a representative of BROADCASTING. The same holds true of receiving apparatus: Sets which were considered adequate in recent years are now being junked as rapidly as possible in favor of sets more closely resembling those generally sold here.

Though he was not sure of the extent to which critics had organized themselves in the countries he visited, Mr. Royal was convinced that in all these nations there was just as great a tendency for parents and non-parents, musicians and non-musicians, educators and non-educators, entertainers and non-entertainers, all to try to tell broadcasters how to run their business.

He did not anticipate any appreciable change in the situation regarding sponsorship in any of the major countries. Chief results of his swing around the circuit will be a marked increase in the number of American programs sent by NBC to Europe, and a widening of the range of European events relayed here.

Plans for broadcasting from the Italo-Ethiopian front are being made, but are not yet complete.

NBC Hollywood Shows

WINTER schedule for the NBC studios in Hollywood will start in Sept. with an augmented list of productions. New transcontinentals during the month will include the return of Jack Benny for Jello, Grace Moore for Vick's and Jimmy Fidler for Tangee. Remaining NBC programs which will continue on schedule will include Shell Chateau, featuring Al Jolson, Ruth Etting for Kellogg's and Eddie Duchin for Texaco. Rudy Vallee will broadcast for Fleischmann while doing a picture and there is a probability that Ben Bernie will broadcast from the Coast again for Pabst.

ANA to Meet Oct. 27

THE annual meeting of the Association of National Advertisers will be held Oct. 27-30, probably at the Ambassador Hotel, Atlantic City, scene of last year's annual session. President Allyn B. McIntire, of Pepperell Mfg. Co., Boston, is winding up his second year in that office.

PINAUD Inc., New York (cosmetics) is signed for anew series of programs over Mutual Broadcasting System beginning Sept. 23, 7:15-7:30 p. m., five days a week. The Detroit outlet of the MBS will not be used. Entertainment will be a musical show with a new girl singer and will be keyed from WLW, Cincinnati. Lord & Thomas, New York, is the agency.

"BUSTADAWN"
Program in Early Morning Highly Popular on WPTF

PRACTICALLY every radio station has its *Musical Clock*, its *Good Morning* or otherwise, but at WPTF, Raleigh, it's the *Bustadawn Society of the Air*. From 7 to 8 each week-day morning, under the direction of Announcer Jim Fowler, the *Society* meets in any and all towns within WPTF's broadcasting range, appoints an imaginary host or hostess from the list of those who have requested numbers, and then proceeds to spend the broadcast period playing request numbers, discussing community events and having a general good time.

Already the program has broken all records for mail response. The program itself is entirely variety, ranging from popular numbers to hillbilly tunes, and include weather forecasts, events of state-wide interest and other general information. The mythical trips to the various towns are made entirely on the basis of fan mail, and a running score is kept and read each day. Rivalry between towns and communities is intense, and in some cases special local cooperative efforts will bring mail response from the entire population.

The *Bustadawn Society of the Air*, from small beginnings, now has a membership running into the thousands.

WOR Summer Increase

INDICATIVE of the widespread development of summer radio business is the announcement Aug. 16 by WOR, Newark, that its business during June and July was 70 per cent greater than for the same time last year. During the period 64 sponsors used time, for an increase of 22% over last year. Daytime commercial hours totaled 226, or 71% ahead of the 1934 average, with night-time commercial hours aggregating 127½, for a 69% increase.

"Nine O'clock by the Beautiful So-and-So Watch!"

From Chicago Herald-Examiner

Eddie Cantor on Pebeco

LEHN & FINK Inc., Bloomfield, N. J. (Pebeco toothpaste and Lysol), sponsoring the current Sunday night program over CBS in the interest of Lysol, will switch to Pebeco toothpaste Oct. 6. Simultaneous with this change Eddie Cantor will rejoin the program. With Cantor will be Parkyakakas and James Wallington, his old stooge from the Chase and Sanborn programs. The first few weeks of this 13-week broadcast will emanate from the West Coast. Lennen & Mitchell Inc., New York, is the agency.

THE regular quarterly dividend of 87½ cents a share on the "A" preferred stock of RCA was declared Aug. 23.

General Foods to Cease Certain Coffee Claims

GENERAL FOODS Corp., New York, has entered into an agreement with the Federal Trade Commission whereby the General Foods Corp. will cease using "misleading" advertising claims on the Maxwell House coffee program. The company agrees to stop alleged advertising that bean coffee loses 45% of its flavor nine days after roasting and that the loss in flavor of bean coffee as compared to ground coffee is only slightly less rapid, so that the buying of unground coffee is of little advantage to the consumer.

Charging false and misleading representations in violation of Section 5 of the Federal Trade Commission Act, the FTC has issued a complaint against the Pioneer Maple Products, St. Paul. The complaint charges that the company, in newspaper and radio advertising, has used such terms as "tangy maple syrup", "subtle maple flavor", "New England maple", "rich, mellow maple", etc., in advertising its product, implying that said product is pure maple syrup, "when in fact, it consists of approximately 70% cane syrup". The respondent is allowed until Sept. 13 to show cause why an order to cease and desist from the practices complained of should not be issued.

Ralston Discs, Network

RALSTON PURINA Co. Inc., St. Louis (cereals) will return to an NBC-WEAF network thrice weekly, 5:30-45 p. m. Sept. 30 in the eastern time zone. Fourteen stations will be used at the same local time and days as above for a transcription series. They are KFSD, KHQ, KOMO, KGW, KFI, KGO, WEBC, KSTP, WTMJ, WDAF, WOW, WHO, KSD, WMAQ. Each episode broadcast over the network will be transcribed and broadcast two weeks later. The sponsor will use the same program as last year, *Tom Mix*. The screen star is impersonated. Contracts are for 26 weeks. Gardner Advertising Co., New York, is the agency.

Henley KGFK Manager

DAVID B. HENLEY, publicity director of WDAY, Fargo, N. D., on Aug. 20 took over the management of KGFK, Moorhead, Minn. He succeeds Manny Marget, who became commercial manager of W9XBY, Kansas City, succeeding Charles Burke, now with Free, Johns & Field, Chicago. Allen W. McKee, WDAY announcer, replaced Mr. Henley as publicity director. Mr. Henley asserted that KGFK, under its new management, will continue to specialize in sports broadcasts as well as novelty programs.

Dick Tracy Discs

STERLING PRODUCTS Inc., New York (Cal. Syrup of Figs) will sponsor a series of WBS transcriptions on 16 stations starting Sept. 30. The series will be based on the *Dick Tracy* comic strip. Four quarter-hour weekly programs are planned with the series expected to run 39 weeks. Stack-Goble Adv. Agency, Chicago, has the account.

RADIO HELPS BASEBALL CLUB
Attendance at Minneapolis Games Is Increased as a Result of Broadcasts Promoted by Civic Body

PROOF of the fact that broadcasting builds rather than reduces attendance at baseball games is graphically shown by the radio campaign promoted by the Minneapolis Civic & Commerce Assn., the local baseball club and WCCO, of that city.

When the plan was discussed last spring the attendance angle was brought up and the owners of the baseball club asked to be shown. As a result the "On-to-Nicollet - Park Committee" was formed with invitations being sent out to nearby towns and cities inviting them to come to Minneapolis on certain days when the ball club was at home. Minneapolis breweries provided free dutch lunches and WCCO donated a half-hour evening program after the game for each town. So popular was the idea that now two and three towns are crowded on the same day to meet the demand.

The ball club reports that the campaign has greatly increased attendance at games on special days, and found that many come back to see other games. Minneapolis hotels report a decided increase in business, as do merchants. Already the Civic & Commerce Assn. is laying plans for a similar series next year, with most civic groups and service clubs participating.

WCCO Football Sponsors

TWO sponsors, Chevrolet Motor Co. and General Mills, will use football activities of the University of Minnesota for program material this autumn. Chevrolet dealers in the Minneapolis zone will sponsor play-by-play broadcasts of Minnesota games, including both home and foreign contests, over WCCO, Minneapolis. General Mills Inc., (Wheaties) will present Bernie Bierman, coach of the team, for a series of 16 quarter-hour broadcasts Tuesday evenings over WCCO. He will be interviewed by Charles Johnson, sports editor of the *Minneapolis Star*. The sponsor presented the coach in a similar series last year.

Wha-d-ya mean . . .

EAR CONDITIONED ?

FIVE EAR CONDITIONED RADIO PROGRAMS

1—A dramatic skit, "Mrs. Dean's Daughter." Fifty-seven women the jury; four 15-minute episodes the testimony. Verdict 54 ayes, 3 nays. Sixteen apparel items were mentioned in commercials; an average of eleven items remembered.

2—Walberg Brown and his golden-voiced violin. Supported by his famed string quartet. Now "network" three times weekly. Made-to-order for some dinner-hour food sponsor.

3—Al and Pete. Close harmony, hot piano, and gags you haven't heard before. Been on all three networks. Voted Cleveland's most popular act in poll conducted by another local radio station.

4—"Tinker Kids and Liza." Children's show, okehed by Parent Teachers' Radio Committee. Has proved child interest on successful sustaining schedule.

5—"Pin and Willie," juvenile "Amos and Andy" team. Now sustaining. Tremendous child and adult popularity ready to be turned to commercial advantage.

RADIO acts that merely look good *on paper* are not good enough for WGAR! And we think a sponsor is entitled to more than a batch of ballyhoo and a double order of hazy hopes when he buys a radio program.

That's why we've built a number of ear conditioned, air conditioned programs . . . tested and proved not by our ears, mind you, but by those of Mr. and Mrs. Public, and even those of little Junior.

Conditioned for the air by the ear, if you please. Five programs are ready. And one of them may be the wedge you need to drive deeply into the Northern Ohio market. If you think so, we'll gladly tell you more.

WGAR "CLEVELAND'S FRIENDLY STATION"

Member N. B. C. Blue Network

John F. Patt, Vice President and General Manager

Edward Petry & Co., Inc., National Representatives

Equipment Purge Considered by FCC

Engineering Staff Recommends Tightening of Regulations

IN A NEW effort to require broadcast station installations to be consistent with good engineering practice, and also to insure maximum protection from the safety standpoint for engineers and operators, the Engineering Department of the FCC has drafted for presentation to the Broadcast Division a series of proposed new regulations. The Broadcast Division will consider the proposals, devised by the Broadcast Section, Engineering Department, of which Assistant Chief Engineer A. D. Ring is the head, at a meeting within the next two or three weeks. Favorable action is highly probable.

It is expected that the proposed new regulations will require about one-third of the some 600 stations licensed to make improvements in their equipment, ranging from minor repairs to major changes in installations. The entire project has been labeled an "equipment clean-up", which in effect will invoke new standards insofar as installations are concerned with particular emphasis upon the safety of life factor. The effect will be improved technical operation of all stations.

Modulation Meters

THE "equipment clean-up" will encompass such factors as proper shielding and wiring of all apparatus, elimination of spurious emissions, suppression of harmonics, and related steps. More than likely all stations will be required to install modulation meters even though they have oscillographs.

Apropos the safety of life factor, the FCC has had its attention called to the fact that there have been nearly a dozen deaths among radio engineers and operators over a period of several years, because of "hay-wire" apparatus and wiring. In many cases it has been found that high-voltage leads, highly dangerous, have been left exposed, and that improper shielding and installation of apparatus present danger to the operator as well as fire hazards. Under the proposed new regulations such faulty installations would be prohibited.

Atlantic Refining Hookup

ATLANTIC REFINING Co., Philadelphia (White Flash gas and oil) will sponsor a new series over a special CBS network beginning Sept. 14, 7-7:30 p. m. The program will be broadcast over all CBS Atlantic seaboard stations and as far west as Columbus. A number of non-network stations will carry the program by means of special wire connections, with total of 37 CBS stations being used. The title for the show has not been selected but it will be a dramatic program with Frank Parker doing the vocals. The broadcast will originate from WCAU, Philadelphia. N. W. Ayer & Son Inc., Philadelphia, is the agency.

DON AMECHE, lead in the NBC "First Nighter", arrived in Hollywood late in August for a screen test.

LITTLE COLONELS
Leo. J. Fitzpatrick II Sworn; Also John Shepard 3rd

YOUNGEST of the recent recruits to the fast-expanding ranks of radio's Kentucky Colonels is Leo J. Fitzpatrick, II, son of the president of the NAB and director of WJR, Detroit. Little Leo, 18 months old, received his commission from Gov. Ruby Laffoon, of the Blue Grass State recently, at the suggestion of L. B. Wilson, WCKY, Cincinnati, who cited him for his "contribution to radio".

Not the youngest but the newest of the Kentucky Colonels is John Shepard 3d, president of the Yankee Network. Col. Shepard, likewise an L. B. Wilson recruit, received a communication on Aug. 19 from Gov. Laffoon, informing him of his appointment as an aide de camp on his staff.

And similar military honors were bestowed late in August on James W. Baldwin, NAB managing director, also a recruit of L. B. Wilson.

Standard Disc Library Acquires Nine Stations

STANDARD Radio Advertising Co., Hollywood, transcription organization serving a number of stations with transcription libraries, has changed its name to Standard Radio Inc., a name considered more in keeping with its activity, according to an announcement Aug. 23 by Seth Ely, president.

Signing of nine additional stations for the Standard Radio Inc., was announced Aug. 24 by Mr. Ely. The stations are WJBK, Detroit; WJAY, Cleveland; WAAT, Jersey City; KWKW, Shreveport; KRGV, Weslaco; KTAT, Fort Worth; KNOW, Austin; WJW, Akron; WNBH, New Bedford, and XEAW, Reynosa, Mexico.

Mr. Ely also announced that beginning Sept. 1, 12 additional quarter hours of continuity will be added to the weekly program schedule, for a total of nine hours. A manual covering every phase of the service, prepared by Philip G. Lasky, general manager of KSFO, San Francisco, for use of his sales staff, has been adopted by Standard Radio for its subscribing stations and shortly will be sent out.

Philco's Dealer Discs

PHILCO RADIO & TELEVISION Corp., Philadelphia, has made available to its local distributors a series of 26 WBS travelogue transcriptions titled *Around the World With Boake Carter*, featuring the noted CBS news commentator's adventures in strange lands. Thirty-one stations have already started the series. Hutchins Advertising Agency, Rochester, N. Y., is handling the campaign.

Vie for Fight Rights

NBC and Mutual Broadcasting System are competing for the purchase of the broadcasting rights for the Baer-Louis fight in New York Sept. 24. MBS tentatively has aligned a 24-station coast-to-coast network under sponsorship of Schenley Distributors, Inc., should it procure the rights, owned by Jean Grombach, New York program producer. Lord & Thomas is the Schenley agency. NBC, it is understood, has an unnamed sponsor in prospect.

MIKE FRIED—Not a bit scared was this egg as it faced the microphone for the first time in a broadcast of an egg-frying contest staged by KTBS, Shreveport, La. The rays of a Louisiana sun supplied the heat—122 degrees. The winner, 40 miles away, phoned in that he coagulated the albumen in 15 minutes. B. G. Robertson, KTBS program director and announcer, and Jack Keasler, announcer, pictured here, waited 30 minutes before their egg began to frizzle around the edges.

WMFG, Hibbing, Minn., First Iron Range Station Starts Operating Sept. 4

THE FIRST broadcasting station on Minnesota's Iron Range will go into operation Sept. 4 with the inauguration of WMFG, Hibbing, licensed to the Head of the Lakes Broadcasting Co., which operates WEBC, Duluth-Superior. The station is the second of three proposed to be hooked up for complete Northern Minnesota coverage. Erection of the third—at Virginia, Minn.—awaits FCC action on a favorable examiner's report.

WMFG will operate with 100 watts on 1210 kc., and will be linked on a full-time basis by land lines from WEBC. All national and regional non-network accounts on WEBC will be given WMFG as a premium without charge until the end of daylight savings time, after which the two stations will be sold at a joint rate amounting to about 7% increase over WEBC's rate.

Gov. Floyd Olson, speaking from St. Paul, will be the chief speaker at the WMFG inaugural, with WCCO, Minneapolis, and WEBC sending special programs also, and with 2,000 people invited to attend the ceremonies in the local high school auditorium. Manager and commercial director of the new WMFG is Harry S. Hyatt, formerly with WEBC and former national advertising manager of the *Superior* (Wis.) *Telegram*, which owns a large interest in both stations.

The staff was recruited almost entirely from WEBC, and includes James Payton and Kenneth Gagerlin, announcers; Ruth Coe, program director; T. S. Jorgeson, chief operator, and Thomas Hall, commercial man at Virginia. C. B. Persons, WEBC chief engineer, is supervising the installation, which includes a 165-foot tower atop the Androy hotel, fabricated by the American Bridge Co., Pittsburgh.

Tests on 3 Stations

MERCIREX Co., Milford, Dela. (Mercirex skin cream and soap) is testing radio on three stations, using 100-word spot announcements five times weekly for six months on WJSV, Washington; WPG, Atlantic City, and WTNJ, Trenton, N. J. Jesse Loeb, advertising agent, Southern Bldg., Washington, handles the account.

Daytime Audiences Are Studied by NBC

New Data Round Out Figure Provided in "Network Areas"

ROUNDING out the data contained in *Network Areas*, which sought to establish the total number of radio families which can be reached through NBC networks, a new study entitled *Sales Begin When Programs Begin* is now ready for distribution. It consists of detailed breakdown of the potential radio audience for every half-hour of the day, from breakfast to bed-time.

In a letter announcing the publication, Edgar Kobak, vice president in charge of sales for NBC, pointed out that "radio circulation is unlike that of other media. Their circulations vary from month to month, from week to week, or day to day. Radio circulation, however, fluctuates even within the hour."

Variation by Hours

THE DETAILED "time-table" now available was designed to make possible exact measurements of the available audience for sponsors interested in daytime broadcasting, who were, however, anxious for data corresponding to those already compiled for the evening hours.

Market Research Corp. of America made the nation-wide survey on which the study is based. Personal interviews and telephone calls were made.

"Families reachable," defined as the number of radio homes with people in them and awake, were found to vary between sunrise and sundown between 75% and 90.4% of all the radio homes in the United States.

Colgate Returning

COLGATE-PALMOLIVE-PEET Co, Jersey City (Supersuds), is returning *Clara, Lu and Em* to radio around the middle of October. The program will be a 5 times weekly daytime NBC show, but no time has been definitely decided upon. Colgate-Palmolive-Peet Co. for Colgate toothpowder has also renewed the *Minute Mysteries* over WOR for another 13 weeks, shifting the program from Friday to Monday night 8:30-9 p. m. The program now is a 30-minute continuous program instead of the two former 15-minute periods as heretofore. Benton & Bowles Inc., New York, is the agency.

Offer "Helpful Harry"

WASHING MACHINE MFGRS. ASS'N, 80 E. Jackson Blvd., Chicago, is making available its series of 26 five-minute WBS transcriptions titled *Helpful Harry's Household Hints* for sponsorship by local washing machine distributors and dealers. In the national campaign started last month 28 stations started carrying the program, placed through Meldrum & Fewsmith, Cleveland agency, but it is also being offered for sale to individual stations.

EIGHT Inter-City Group stations will carry a new series of detective shows dramatized from MacFadden's *True Detective Stories*, under sponsorship of Finlay Strauss, Inc., New York (jewelers), five nights weekly starting Sept. 16.

STARS COME OUT of Standard Radio

SIGNIFICANT!
Time and again, talent presented to the listening public via Standard Transcriptions, finds its way into the top flight of radio and the movies.

Let's call the roll!

KAY KYSER—Ranks third among orchestras in a recent nation-wide poll!

THE KING'S MEN—Another Standard origination—now the country's outstanding quartette with Paul Whiteman!

SONS OF THE PIONEERS—Standard picked them—the radio public took them to its heart—they're in the movies now!

JIMMY GRIER—His smooth, sparkling dance rhythms need no further praise to radio and movie audiences!

JACK JOY—On the coast they swear there isn't a better band!

GENE AUSTIN—His phonograph record sales and continued radio popularity tell the story!

BETTY JANE RHODES—A very young lady—a very big success—she's singing in Paramount Pictures now!

And so it goes! The freshness, the originality, the sparkle of Standard Transcriptions is assured by the constant addition of new talent, with that "certain something" that quickly makes them the nation's favorites.

Write for details on the Standard Library and other features.

STANDARD RADIO INC.

6404 Hollywood Boulevard
Hollywood, Calif.

STANDARD RADIO, INC.
Formerly STANDARD RADIO ADVERTISING CO.

180 North Michigan
Chicago, Ill.

News Associations Acquiring Stations

KFI Signed by UP as INS Adds KFRC; Transradio Adds to List

DESPITE a let-down in sale of press association services to broadcasting stations, attributed to August vacations, newspaper ownership of stations and news broadcasting continued to be live topics in these spheres during the last fortnight.

On the West Coast, the California Newspaper Publishers' Association, representing some 350 publishers, adopted a resolution at its executive committee meeting Aug. 16 favoring Federal enactment to take radio away from commercial interests and place it on a government operation basis. The action was forwarded to the FCC. Sale of news by press associations to stations and networks, the organization held, has increased the problem of radio competition.

United Press scored a coup in signing the two Earle C. Anthony Inc. stations—KFI and KECA, Los Angeles, among others, including WREC, Memphis, which begins Sept. 16, and KIEM, Eureka, Cal., which began Aug. 11. On Aug 26 UP began to supply the special news report required from Monday through Friday for the daily *March of Time* dramatization on CBS, sponsored alternately by Remington-Rand Inc, and *Time Magazine*.

Transradio Press Service on Aug. 25 announced the acquisition of seven new stations and three newspapers for its news service, while its subsidiary Radio News Association acquired KGGC, San Francisco. The new stations are KHQ and KGA, Spokane; WBRE, Wilkes Barre, Pa.; W6XAI, Bakersfield, Cal.; KGHF, Pueblo, Colo.; KIUP, Durango, Colo.; KGY, Olympia, Wash., and KFVS, Cape Girardeau, Mo. New newspaper clients are *The Peoples Voice*, new daily of Paterson, N. J.; *Burlington* (Ia.) *Post*, and the *Tulsa* (Okla.) *Post*.

Meanwhile, International News Service announced the addition to its client list of WNAX, Yankton, S. D.; KQW, San Jose, Cal., and KFRC, San Francisco, with an increased schedule to WBOW, Terre Haute.

Scoops on Tragedy

COMPETITION among clients of the private press association, of Transradio and of Radio-Press Bureau on big news events was heated on the Will Rogers-Wiley Post crash. Press-Radio claims that it carried the Associated Press Flash at 10.49 (EDST) and that NBC broadcast it seven minutes later, with a half hour to 40 minutes elapsing before competitors caught up. Transradio, however claimed credit for the first positive announcement of the deaths, asserting that this unequivocal account originated in its Seattle Bureau and was carried 11 minutes after the AP flash, which it branded as a "rumor".

Reports current in New York that Transradio and Reuters Ltd., European news service, are terminating their contract, were emphatically denied both by Herbert Moore, Transradio president, and A. Bernard Moloney, of Reuter's. The contract has some time to run and contains an option clause. INS, however, is understood to have given notice of its intention to terminate its Reuter's contract.

The California Association's action followed a survey which showed the majority of the daily publishers in that state objected to news associations' sale of news to stations. The resolution it adopted, copies of which, it is understood, were sent to news services and members of Congress as well as to FCC members, follows in full text:

We, the directors and advisory board of the California Newspaper Publishers' Association, assembled in executive session, hereby strongly disapprove of and protest the use of news broadcasts over radio stations.

We go even further and recommend that by federal enactment a start be made to return to the people, the air channels now used by commercial interests, similar to the plan now in effect in England, whereby the air is used only for the benefit of the people as a whole.

Although further action to be taken by the CNPA has not been learned it is expected that it will be aggressive and probably militant. The August number of the California Publisher, official organ of the CNPA, in an editorial headed "Radio News" decries the action of the press wire services, and points out that "most of the daily newspaper publishers of California see a real menace in the new unrestricted sale of news by press wire services to radio stations and chains." The issue also publishes the results of the questionnaire which was circulated among the daily members of the CNPA, for opinion on the situation, in making the survey.

Returns from the questionnaire showed 41 objecting to the sale of regular news bulletins to broadcasting stations, while two did not object. Asked if they regarded further development and extension of news broadcasting as dangerous to all newspapers, 42 replied "yes", three "no" and one answered "not to weeklies".

APPLAUSE AND THE AMATEUR

It's the Decibels That Count When Neophytes Appear On the Weekly "Town Hall Tonight" Program

A SQUAT gadget plays an important role in deciding the fates of a dozen amateurs every Wednesday evening on the *Town Hall Tonight* amateur hour broadcasts over an NBC-WEAF network by Bristol-Myers Co., New York. It is the "applause machine", and it replaces yesterday's master-of-ceremonies, who stood on the stage with hand cupped to ear and decided which amateur had stirred up the most thunderous handclapping.

It is, in reality, a sound meter, such as Mayor LaGuardia used in determining the focal points in his attack on Manhattan noise. It was supplied by the acoustical department of the Johns-Manville Corp., New York. Enclosed in its black outer box is a microphone that picks up the sound energy of studio applause and transforms it into electrical energy. This, in turn, is amplified and rectified until at length it operates a meter. A slender needle on this meter moves along a scale divided into decibels, or units of sound, to a point determined by the intensity of the applause.

Prolonged applause has no effect upon the stopping place of the needle. It registers the sound's greatest intensity and sticks there.

The scale of decibels in sound measurements runs from zero to 150. Zero, however, is the very "threshold of hearing"—to be found only in a sound-proof room. One hundred and fifty maximum is a theoretical maximum. The highest recorded sound is an airplane in flight, when the combined racket of motor and propellers runs the needle up to about 120.

HOW LOUD IS LOUD? — This little gadget, a sound meter, records applause volume on the "Town Hall Tonight" program. Here is Carl Meyer, acoustical engineer, taking readings of the hand-clappings for amateur performances.

Between these extremes lie the applause range on the *Town Hall Tonight* program. Results since the program began last January show a low recording of 70 and a high of 90. Usually the readings are very close. To make certain that winners are fairly chosen, the four best acts are voted on a second time at the close of the contest.

Pepsodent Co. Sponsors Al Pearce Gang on NBC

PEPSODENT Co., Chicago, early in October will sponsor *Al Pearce & His Gang* on a weekly half-hour evening program, on an NBC-WJZ network. At first the program will originate in New York but later a personal appearance tour, arranged prior to the sponsorship contract, will be taken. The new program will advertise Pepsodent tooth powder and Junis Cream, with Amos 'n' Andy appearing for Pepsodent toothpaste on the present NBC-WEAF network.

The Al Pearce troupe first appeared on the air in 1928 on the Pacific Coast, staging a happy-go-lucky type of program that met with widespread popularity. This led to a sustaining spot for NBC in New York where his success attracted the sponsor. Pearce will act as master-of-ceremonies of the new series and handle the commercials in his novel style. Lord & Thomas, Chicago, is the agency.

Newspaper Station List Is Augmented

TO THE LIST of newspaper-owned and corporately affiliated radio stations published on pages 12 and 13 of the Aug. 15 issue of BROADCASTING should be added KGKL, San Angelo, Tex., a substantial portion of whose stock is owned by the *San Angelo Standard;* also KGFK, Moorehead, Minn., which is four-ninths owned by the *Fargo* (N. D.) *Forum*, which owns a similar share in WDAY, Fargo. The Moorehead station is under a purchase option to private owners for removal to Duluth, action on which awaits a court decision.

During the last fortnight it also developed that Amon Carter, publisher of the *Fort Worth Telegram & Gazette*, and owner of WBAP, had purchased KGKO, Wichita Falls, which operates with 250 watts night and 1,000 watts day on 570 kc. Authority is being sought from the FCC for the transfer of ownership and for the removal of the station into Fort Worth where it would be operated as a second outlet for Mr. Carter's newspaper and presumably would secure for WFAA-WBAP basic NBC connections as well as a second NBC connection for itself. C. W. Snider, majority stockholder in KGKO, has applied to the FCC for a new 100-watt station there.

To the list of newspapers seeking new radio facilities, also published Aug. 15, should be added the Portland Broadcasting Co., a stock interest in which is held by the *Portland* (Me.) *Herald & Express*, which is seeking a new 500-watt station there on 640 kc.; and also the *St. Paul Daily News*, seeking a new 100-watt fulltime station there on 1370 kc.

From reliable sources it was also learned during the last fortnight that the *Omaha World-Herald* is represented in the interests behind Lloyd C. Thomas, operator of WROK, Rockford, Ill., who has taken purchase options on various Nebraska stations. Transfer of KGBZ, York, Neb., to the Nebraska Broadcasting Co., is already being sought in FCC applications, and the company is still negotiating for WJAG, Norfolk; KMMJ, Clay Center, and WAAW, Omaha.

The first affiliation of the Scripps-Howard newspapers with a radio station in recent years was announced Aug. 19 when the *New York World-Telegram* began to broadcast New York Stock Exchange reports and one of the newspaper's financial editors started five days weekly over WMCA, New York.

Charlie Chan on Discs

CHARLIE CHAN, famous Chinese detective of fiction and the films, brain child of the late Earl Derr Biggers, will furnish the locale and motif for a transcription series that will start production in September. It will be produced by the American Radio Features Syndicate, Los Angeles, in the Hollywood plant of RCA-Victor. There will be 78 fifteen-minute discs in the initial series. Arrangements for the programs were made by Frederick C. Dahlquist, president of the radio syndicate, with the widow of the author.

Presenting

10 PRE-TESTED HITS

SELECTED FROM 75 OUTSTANDING PROGRAMS

Test your live talent broadcast plans in Buffalo. Choose your show from one of the greatest talent arrays to be found anywhere outside of network headquarters. For Buffalo Broadcasting Corporation talent is experienced . . . trained under network direction . . . yet it is available at local talent rates. And remember as you glance over these shows that they are pre-tested and that they are only ten out of an array of 75 topnotch programs now available.

ADAPTATIONS OF CLASSICS . . . 13 half hour episodes of some of the most effective dramatizations ever brought before the microphone. Classics like Oliver Twist . . . David Copperfield . . . Tale of Two Cities that had the audience calling for more. Try this Sunday evenings 10:30 to 11:00.

SONG SHOP . . . Newlywed Jack and Jane Wilson set up business in a Song Shop . . . Domestic ups and downs mingled with small but thriving business supply background for fast-moving piano and song act. Harmonize like Breen and De Rose . . . with Jane doing convincing Gracie Allen double. Act makes attractive personal appearance.

THE GREEN FAMILY . . . Real family life as it is lived from day to day in the average American home. We think it's more "down-to-earth" than "One Man's Family". Successful run of forty weeks to date.

TWILIGHT REVERIES . . . A combination of two of the best voices in Western New York . . . Supported by mellow music of the Grand Organ . . . Violin . . . Piano . . . Special Continuity that interprets the moods of the music . . . all in original verse.

CIRCUS BOY . . . All the thrills of the Big Top with circus color and romance injected into a clean, humorous, adventurous serial story for children with the original Bobby Benson in the leading role. Bozo the Clown will draw a host of followers—the show will earn the endorsement of Parent-Teachers. A completely dynamic kids' show!

JACK AND GIL . . . Livewire two piano harmony team. All numbers specially arranged. Boys have unusual ability to do comedy characterizations. Songs are interspersed with pleasing, witty patter. Act aired four a week for 20 weeks to date.

THE SCHMALTZES . . . A real human interest show that makes you laugh and cry at the fortunes of the Schmaltzes after Herman Schmaltz "invents" a prepared mustard. Riotous scripts authored by Howard Reed who wrote the successful, now electrically-transcribed "Krausmeyer & Cohen" scripts.

DAVID CHESKIN'S ORCHESTRA . . . Buffalo's one NAME band . . . member MCA . . . has played principal nighteries in Western New York. Style . . . sweet rhythm strings . . . saxes . . . single trumpet . . . with Cheskin the best violinist this side of New York City. Sponsored 13 weeks by Pure Oil.

GREAT MEDICAL MYSTERY . . . Completely divorced from ordinary blood and thunder mysteries. More than subtle enough to fascinate listeners . . . cause comment everywhere. Authored by writer of successful mystery "909" sponsored 26 weeks. Effective 15 minutes three per week.

NEW MUSIC—NEW COMEDY . . . *Exclusive* spectacular pretentious program to command a major audience. Hilarious original scripts prepared for British Broadcasting Company. Audience will love the new melodies . . . excitingly funny dialog. Sample:
"Only a Mill Girl—Or Doings Up At The Hall."

Complete details and prices of these and 65 other outstanding shows are available at any office of Free & Sleininger, Inc., or direct from Buffalo Broadcasting Corporation.

550 WGR "THE ENDS OF THE DIAL" 1480 WKBW
BBC

OWNED AND OPERATED BY BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.
REPRESENTED BY FREE & SLEININGER, INC.

Radio Attacked by Commissioner Payne For Its Alleged Commercial Domination

Mr. Payne

INVADING a branch of FCC activity which falls outside the scope of the division to which he is assigned, George H. Payne, vice chairman of the Telegraph Division, declared in an address before the American Association of Agricultural College Editors at Cornell University, Ithaca, N. Y., Aug. 21, that radio in this country is "practically entirely in the hands of those interested solely in its commercial aspects."

Comparing broadcasting to the press, Mr. Payne attacked radio as an instrumentality solely interested in the money it can make. He denounced as dangerous the "idea more or less casually advanced" that the broadcasting business constitutes "a Fifth Estate of our government".

"It is because the people through their government will not tolerate the creation of a Fifth Estate that they have, in the exercise of their sovereignty, taken over the control of the air and have passed the laws regulating the use of the air," he said. "It was to prevent the creation of a radio political power that the FCC was brought into existence.

Regulatory Power

"THERE is no doubt that if the government had been lax in exercising its rights or if it should cease to exert its power of regulation there might arise another estate that would be more powerful than the people's government and that Fourth Estate which as an unfettered and free press has been in the right arm in the development of democracy and popular institutions."

Mr. Payne, a Bull-Moose Republican of New York, and a former newspaperman, was appointed to the FCC in July, 1934, for a two-year term.

In comparing radio to the press, Mr. Payne said that in this country broadcasting has out-stripped the newspaper in its contact with human beings, having more listeners than the press has readers, although the press has been in existence for 500 years as against some 15 for radio. It has the advantage that many can listen who cannot read, he added.

"This is all very thrilling, dramatic and impressive," he declared, "but when we stop to realize that the radio in this country is practically entirely in the hands of those interested solely in its commercial aspects we are inclined to wonder what might have happened to civilization if the press had been for about 500 years controlled by commercial agencies, and educational and political reformers had been unable to get their ideas into circulation because the commercial control found it could make more money by appealing to the tastes and interests of the less intelligent rather than the more intelligent.

"The newspaper has its commercial aspects too. It has its faults and its defects, but * * * it has presented a splendid picture in the fight for human rights, its war against political corruption, its battle for liberty of the oppressed and enslaved and its refusal to be intimidated by either power or wealth. The radio battles for no rights."

Mr. Payne quoted from a report on broadcasting which he said was prepared for Senator Wheeler (D.) of Mont., chairman of the Senate Interstate Commerce Committee, by S. Howard Evans, for several years the Washington representative of the *Ventura* (Calif.) *Free Press*, an ardent radio government-ownership advocate. Mr. Evans was identified with numerous lobbying activities for this cause.

Among other things, he said the report advocated "legislation compelling a complete reallocation of broadcasting facilities", and a patent pool for all radio patents. Declaring Senator Wheeler had given him permission to quote from the report which he said hitherto had been regarded as "confidential", he quoted a section in which was suggested the establishment of a bureau of standards on character of programs. Briefly, the proposal was that procedure having to do with programs be established similar to that which the FCC requires in connection with technical station operation.

For example, the Evans report said: "The commission might compel every station in applying for a license, to submit not only evidence of its financial and technical qualifications, but also a statement of the standards which it would require programs to meet. * * * It would be compelling the chains and independent stations to apply to every hour of their operating schedules the same kind of program standards which the chains have applied advantageously to religion."

Atwater Kent Continues High Musical Standards

WHEN Atwater Kent Mfg. Co. of Philadelphia returns to the air Sept. 19, the occasion will mark the tenth anniversary of this sponsor's debut on the air. In the days when WEAF was located at 195 Broadway, New York, and again when the show was presented from both the uptown NBC buildings, a policy of presenting the best concert music with widely known soloists was followed, and this will be continued now that the show is going to CBS.

The sponsor is universally credited with having taken a leading role in maintaining high standards in entertainment for advertising purposes, and with having set the example for later sponsors of "quality programs" to follow. For the premiere on about 50 CBS stations, Jessica Dragonette will be the soloist, and Josef Pasternack is expected to conduct the orchestra. Batten, Barton, Durstine and Osborn Inc., New York, is the agency.

"Radio Frankenstein"

An editorial from the Republican New York Herald-Tribune Aug. 23 commenting on the speech by FCC Commissioner Payne, reported in adjoining columns.

THE REDOUBTABLE George Henry Payne, who has been on so many sides of so many political fences and now is "sitting pretty" as one of the New Deal's radio "czars," has conjured up horrendous visions of a "fifth estate" in our government—the radio. One gathers the impression that only George Henry himself and his commission stand between this "fifth estate" and the great American peepul, and that if the government were not to lay a restraining hand on the "fifth estate" the government itself might succumb to a legion of toothpaste makers, automobile manufacturers, soda-water bottlers and chewing-gum magnates. The radio, it appears, despite its countless crooners, its soothing sopranos, its melodious musicians and its innumerable artists of the air, is without a soul. Hence it must be controlled, lest it become a modern monster that might end up by devouring the New Deal, lock, stock, barrel, Roper and Payne.

It seems unkind to regard this spokesman of the Communications Commission as the Latin viewed the Greeks bearing gifts. Even by mixing metaphors, it is impossible to look the former Tax Commissioner [of New York City] in the mouth. But it is hard to escape the suspicion that all the Ethiopians are not in Ethiopia and that Czar Payne has one somewhere in his woodpile. Is it that some new regulation of the radio is impending? A new campaign is approaching. The New Deal is no longer sacrosanct. Fireside chats are no longer as soothingly reassuring as they used to be. Can it be that because the radio industry has no soul it is to be more closely regulated in its own interest—with, of course, the broader humanitarian purpose of making the air safe for Democracy?

American Radiator Discs Scheduled on 28 Stations

AMERICAN RADIATOR Co., New York (heating and air conditioning equipment) began a spot announcement campaign over 28 stations in Eastern and Western states Monday, August 26, using five-minute transcriptions once a day, six days a week. Some of the spots are morning hours, some afternoon hours, but the majority are given during the evening. The initial contract is for three weeks, but it probably will be extended to 10 or 12 weeks. Dale Carnegie is the talent and the programs are entitled *Little Known Facts About Radio Stars.*

The series promotes the prize contest announced on the Arco Sunday night broadcast Aug. 25, soliciting 200-word letters on "Why I Want an American Radiator Heating System". The weekly winner has his choice of any Arco heating plant up to the value of $750. This contest is scheduled for eight weeks. Stations carrying the transcriptions are: WIBA, WOWO, WCSH, WHAM, WJSV, KMBC, WIBX, WFIL, WCAE, WCKY, WEEI, WMAS, WGR, WGBI, WHK, WIAU, WXYZ, WELL, WIBM, WOOD, WKZO, WBCM, WFDF, WJIM, WLS, WMBD, KSTP and WHO. Marchalk & Pratt Inc., New York, is the agency.

Political Criticism Allowed in Canada

Col. C. H. Chauveau Appointed As Vice Chairman of CRC

By JAMES MONTAGNES

WITH the Canadian federal election announced for Oct. 14, broadcasters are beginning to find time to place election speeches on evening hours over nation-wide hookups. In the last few years numerous complaints have been made that when an election was in the offing, Canadian Radio Commission regulations would only allow the party in power to speak over radio stations. Now that an election is definite the contentious regulations have been overhauled and the air is available to any political party able to pay its way. The changes were made however only after a heated session in Parliament towards the end of June, and the new regulation to replace Commission regulation number 90, has just been announced. It reads:

"No broadcasting station may broadcast any speech, printed matter or program containing defamatory, libellous or obscene statements with regard to persons or institutions, or statements of a treasonable character or intended to promote change by unlawful means and which might lead to a breach of the peace, or any advertising matter containing false or deceptive statements."

Free to Criticize

NOW the other political parties feel free to criticize actions of the present Bennett administration which has been in power for five years. Under the old regulation such criticism over the air was not allowed.

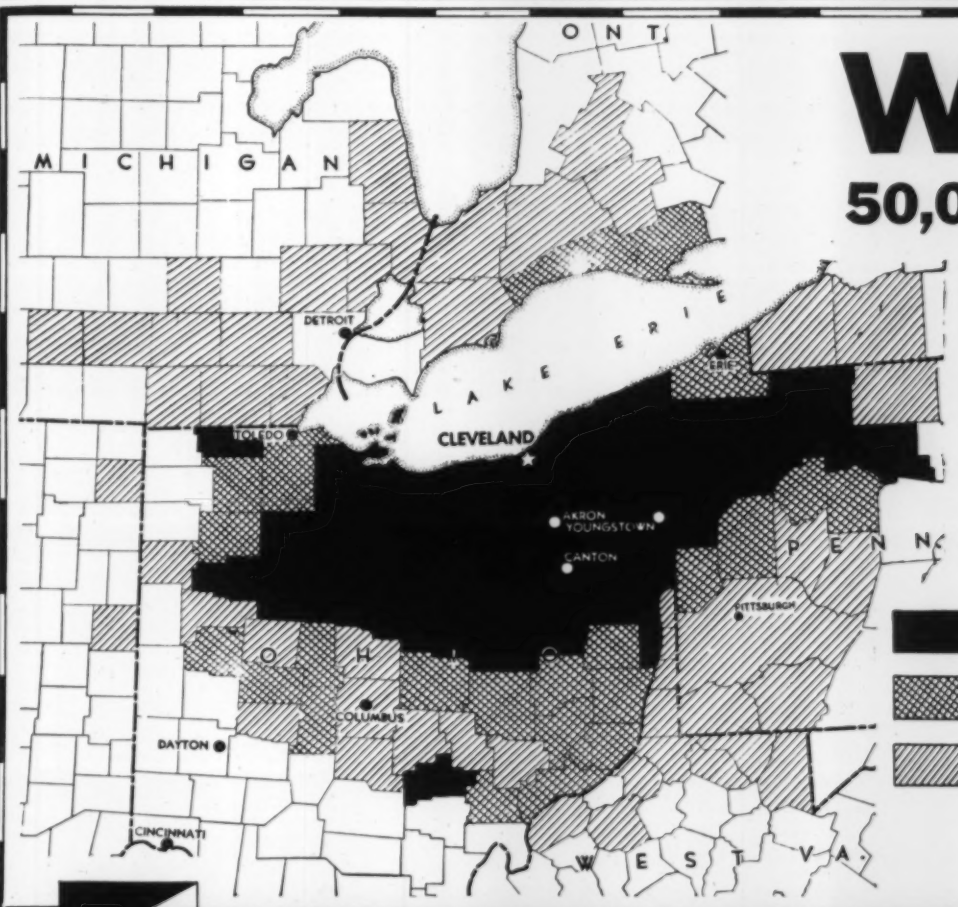
A new vice chairman has been appointed to the vacancy on the Radio Commission left by the resignation of Jacques Cartier to become political party organizer for Quebec province, being another French-Canadian, Col. Charles A. Chauveau, K.C., a lawyer of Quebec City. As this is purely a political appointment it is not surprising that the new vice-chairman is not a radio technician, announcer or musician, qualifications held by the two previous vice chairmen, Cartier and Maher, both French-Canadians. Col. Chauveau is a veteran militia man, having been director of recruiting and national service during the World War, he is a member of one of the oldest political Quebec families, his grandfather having been the first premier of Quebec province. He is the oldest man to have occupied the office, being in his 58th year.

College Radio Meeting

W. I. GRIFFITH, director of WOI, operated by Iowa State College, announces that the National Association of Educational Broadcasters, of which he is president, will hold its next annual meeting in Iowa City, Sept. 9 and 10. The association, first formed by colleges and universities operating their own stations, recently broadened its membership to include radio directors of all such institutions whether they broadcast over their own or privately owned stations.

The Only Station That Delivers The Entire Northern Ohio Market

* *WTAM'S potential circulation as determined by the New NBC Method of Audience Measurement, by aireas.* Copies of this map are now available and will be sent to you at your request.



WTAM

50,000 WATTS

CLEVELAND

TOTAL POTENTIAL CIRCULATION

1,017,600 RADIO FAMILIES*

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

Advertising Gross For July Advanced 50% in Two Years

First Comparisons With 1933 Reveal Remarkable Gains

FIRST statistics available for a two-year comparison of broadcast advertising show that the medium registered a gain of 50% in July, 1935, as compared with the same month two years ago, according to the NAB. The gain for July, as compared with last year, was 33.2%. Collection of broadcast volume data was begun by the NAB in July, 1933.

Radio showed the greatest gain of any major medium in recent months although it had declined less than other media during the depression, according to the NAB data. July magazine volume was unchanged from the same month in 1933 while newspaper volume gained only 5% for the month as compared with last year.

Department store broadcast volume in July was 27.6% ahead of last year whereas the gain in newspaper department store lineage was only .4%.

National network business in July was 27.2% ahead of last year, 88% ahead of 1933. Regional network volume showed a threefold increase over last year, a fivefold advance over 1933.

Locals Show Big Gain

NATIONAL non-network volume, dropping only 7.4% from June, was 68.6% over the July figure last year, 75.8% above 1933. Local volume was up 18.8% as compared with 1934, 5.3% below the 1933 figure.

Local stations showed the biggest increase in business for the month, having more than doubled the figure for July, 1933. Regional non-network business went up one-half in the two-year interval.

Transcription business for July was 87.6% ahead of last year, the same figure also applying to 1933. Live talent gained 60.5% from the 1934 mark, and showed the remarkable increase of 176.1% over July, 1933. National spot announcements advanced 50% over 1934 but the total was 22% under 1933. In the local field a marked increase in transcription business was noted, amounting to 51.1% over last year and 76% over 1933.

Automotive advertising in the national non-network group in July was four times that in 1934. Network automotive volume was up 31% over last year and local automotive business rose 35%.

Food advertising on national networks jumped 54.3% for the month, regional network business tripled and national non-network volume doubled. Confectionery advertising on national networks gained 42.8% and in the national non-network group the advance was 500%.

Household equipment advertising made a particularly good showing, being 250% ahead of July of last year on national networks. For regional networks the volume was $6,166 as compared with nothing in 1933. National non-network household equipment business rose 16.7% for the month and local volume doubled.

ANPA on Radio—A Review

A FASCINATING little brochure, *Radio in the Local Market:* "A Study of Radio Broadcast as a Retail Advertising Medium", Bureau of Advertising, American Newspaper Publishers Association, should be read by everyone interested in broadcast advertising. If we learn by contrast, it will serve most effectively to confirm the sterling value and fine scientific spirit of the *Radio Broadcasting Manual for Retailers* recently published by the National Retail Dry Goods Association.

The booklet obviously has been produced as an attempted answer to the NRDGA study as well as to counter the rapidly growing interest in broadcast advertising on the part of retailers throughout the country.

Sources Withheld

AS TO the material itself, the more-than-casual reader will be greatly handicapped in forming a conclusion as to the true value of the study by the almost utter lack of documentation, and by the deep pall of anonymity which obscures the source of practically every fact presented.

Though it undoubtedly is advisable at times to withhold sources of information, it is hardly necessary to keep from the reader the name of the Western city in which a survey of public attitude toward advertising media was taken, to keep secret, except upon request, the name of the nationally known research organizations which made studies of radio versus newspaper circulation, and to present practically every opinion published in the booklet without any indication of the size of the store in question, its actual radio experience, etc.—in short, every measure of its competence as a qualified judge of radio as a medium.

One likewise is at a loss to evaluate the results of the various surveys referred to, by virtue of the fact that nowhere in the booklet is there any description of the samples used, the methods employed and the questions asked, thus violating the tenets of sound, scientific presentation of data.

The comments of retailers published in the booklet are excellent from the newspaper point of view in that they say nothing that is good of radio. At times they incorporate unconscious humor, as in the case of the retailer who "in order to maintain an open mind on the subject" experimented with radio "to prove my contention that the average run of radio broadcasts do not warrant the expenditure in comparison to the returns obtainable from newspaper advertising." The innumerable instances of retail success over the radio found in station files, the NRDGA study and the NAB retail panel at the AFA Convention are ample answer to this aspect of the booklet.

Some of the generalizations are delightful. The comparison of 3492 listeners, out of 24,945 radio families, who *actually got an ad* with the total circulation of a newspaper will charm any one who has studied the question of the actual number of people who read the average newspaper advertisement by its naivete. *On the radio they actually got the ad.* The question of comparative circulation costs—on the basis of the people who got a given ad in the newspaper and over the radio—also is overlooked.

Circulation Data

THE CONTENTION that the newspaper ABC figure—indicating roughly the average number of persons and/or families who are exposed to that paper, but not necessarily who read any or all of it every day—is a more definite measure of circulation than the potential radio audience as measured either by field intensity coverage surveys, or the NBC or CBS methods, requires considerably stronger support than given it in this booklet.

There has been entirely too much buncombe concerning the comprehensive and final value of ABC figures by themselves and of the inability of radio to supply comparable data. Radio has still to be equalled in its ability to measure the number of people *who actually got the ad,* and who did something about it.*

It would also seem as if the newspapers were still acting upon the out-moded theory that the picture and the price are the alpha and omega of retail advertising. They forget that the stimulation of desire is still the basic function of advertising and that price is merely a hurdle which desire must overcome, not a positive force. Numerous studies and experiments have shown that attractive copy, supported by sound illustrations and featuring the utility of goods rather than mere price, produces the best sales.

Does Advertising Pay?

THIS fundamental fact means a great deal to radio, since its power of dramatization, its ability to describe the utility and attractiveness of goods through the oldest and most direct form of human communication — the human voice —and to stimulate desire through all the force of persuasion and personal salesmanship over the microphone, give it a retail selling power attested to in many successful campaigns. This undoubtedly was the reason why one leading executive in the department store field, speaking at the AFA convention in Chicago, urged that 35% of the store advertising budget be spent on radio.

But by far the most serious criticism of the booklet is *that it sells all advertising short.* If advertising is worth anything at all, it must be worth something in all media. The best newspaper is better than the worst radio station and vice versa. And so with all other media. There is a time and place with regard to which each medium will be ideal. No one has a monopoly on usefulness and selling power.

If the newspapers were to cease assuming that only newspaper advertising is of any value at all, and instead of wasting time in attacking other media, would sell their wares on their constructive merits with the same confidence which radio has shown, the cause of advertising as a whole would be greatly benefited. The promotion of advertising as a force is more fundamental than the ultra-competitive promotion of any medium. It is high time media stopped their foolishness and applied the constructive selling which they advocate for their advertisers.

*See studies such as "Does Radio Sell Goods", CBS.

Radio Leading the Way To Recovery, Says Prall, At Inaugural of WCOP

BROADCASTING as an industry is leading the country out of depressed economic conditions, Chairman Anning S. Prall of the FCC declared Aug. 26 in an address delivered at the dedication of WCOP, new Boston station.

"I feel," he said, "that when you find a healthy status in the radio broadcasting field, you may expect a healthy status in business generally. Business uses radio more as business gets better, and business is again expressing its faith in the future by adding to its purchase of radio time. Radio is today the pulse of the business world, and I expect more and more that this improvement will reflect the growing confidence of business, finance and commerce in the growth and recovery of our country under the constructive leadership of our great president, Franklin D. Roosevelt.

"The report of the president of the NAB (at the last annual convention) disclosed some interesting figures with respect to the improvement of radio broadcasting. The balance sheet for the first six months ending in July of this year shows an improvement of approximately 18% over the period of last year, and I feel free to predict further gains as the people of the country recover their confidence in the basic fundamentals of our strength."

* * *

WCOP, Boston, new station licensed to the Massachusetts Broadcasting Corp., of which Joseph M. Kirby, business man of that city, is president, was formally dedicated Aug. 26 with an inaugural program that included numerous national and state celebrities. The principal speaker was Chairman Anning S. Prall, of the FCC.

Gerard H. Slattery, for seven years radio director of the Harry M. Frost Co. Inc., Boston advertising agency, has assumed general management of the station. Arthur Leary, former assistant production manager of the Yankee network, is production manager, with Stanley Schultz, organist, pianist and announcer, formerly with the Yankee Network and WMEX, Boston, program director. Conrad Sawyer is chief announcer, and Hillis W. Holt, chief engineer. Headquarters are in the Copley Plaza Hotel. The station operates with 500 watts, daytime, on 1120 kc.

PHILLIP BARRISON, dramatic director of WMCA, New York, collects pictures of the Dionne quintuplets, having more than 100 different poses on his office walls.

WBAL

Time marches on at WBAL and WE SELL IT!

91 local and national accounts (exclusive of network) have found WBAL a profitable investment from February 1 to August 1.

A large percentage of these contracts were renewals—*renewals mean satisfied clients.*

A few good periods open . . . Why not make your reservation for Fall now?

•

WBAL

MARYLAND'S ONLY CLEAR CHANNEL STATION

BASIC STATION NBC BLUE NETWORK

WCAE *Pointers*

1. **MORE** than two-thirds of all national spot broadcasting business being placed in **PITTSBURGH** comes out of **WCAE** studios.
2. **THAT** the nearest **NBC** Red Network Station is **WTAM** located in Cleveland.
3. **THAT** there are still a few choice spots left for Fall and Winter Schedules.
4. **THAT** station **WCAE** will soon have its 5,000 watt transmitter and new studios in operation.
5. **THAT** your message will reach 1,000,000 **MORE** population with our new transmitter.
6. *And*— **THAT BUSINESS IS GOOD** in **PITTSBURGH.**

•

WCAE

PITTSBURGH

Basic NBC Red Network

WHEATIES — G. WASHINGTON
BISQUICK — QUAKER OATS
PHILLIPS SOUPS — CHASE & SANBORN
KELLOGG — ROYAL GELATIN
FLEISCHMANN — TENDER LEAF
OVALTINE — COCA-COLA
20 MULE BORAX — HORLICK'S
MAXWELL HOUSE — CAMPBELL'S
LOG CABIN — REID-MURDOCH
SUNKIST — MAZOLA
DRENE — PABST
IVORY — CAMAY
SCHLITZ — KROGER
SANKA — SWIFT
MALTEX — KARO
UNEEDA — BAB-O
BUNTE — EZ FREEZ
WELCH'S — KRE-MEL
HEINZ — JELL-O
OXYDOL — CHIPSO
BORDENS — CRISCO
ARMOUR — A & P
LUX — BOSCO
SPRATT'S — LINIT
WHEATENA — LIFE SAVERS
BEECH NUT — JOHNSTON'S
KRAFT-PHENIX — CARNATION
JACK FROST — SUPERUDS
CLIMALENE — PALMOLIVE
LIBBY, MCNEILL — POST TOASTIES
PILLSBURY — JOHNSON'S WAX
THRIVO DOG — WRIGLEY'S
RY KRISP — NORTHWESTERN YEAST

THESE PRODUCTS WENT TO MARKET

and

You can be sure they worked their way right into the family pocketbooks where HEARST RADIO stations are located.

•

This is a partial list of food and allied products that have been "aired" via HEARST RADIO since the first of the year.

•

LET'S TELL YOU MORE OF WHERE YOU'LL GO WITH HEARST RADIO STATIONS

HEARST RADIO

Representing

PITTSBURGH	WCAE	BALTIMORE	WBAL
NEW YORK	WINS	MILWAUKEE	WISN
SAN FRANCISCO	KYA	LOS ANGELES	KEHE

HEARST MAGAZINE BUILDING, 959 EIGHTH AVENUE, NEW YORK, COLUMBUS 5-7300

HEARST BUILDING, MARKET AT THIRD, SAN FRANCISCO, CAL., DOUGLAS 2536

HEARST BUILDING, 326 W. MADISON ST., CHICAGO, ILL., CENTRAL 6124

For Results

in the Rich Spokane (Washington) Territory

Use

KFPY

Now Operating on

890

Kilocycles

●

REPRESENTATIVES

J. H. McGILLVRA
485 Madison Avenue
NEW YORK

GEORGE W. BESSE
Palmolive Building
CHICAGO

WALTER BIDDICK CO.
568 Chamber of Commerce
Bldg., LOS ANGELES

WALTER BIDDICK CO.
601 Russ Building
SAN FRANCISCO

FROM AN ALMANAC OF HISTORICAL ACHIEVEMENTS

KSD
WAS
FIRST
CALVIN
COOLIDGE
KSD WAS THE FIRST RADIO STATION TO PUT A PRESIDENT'S MESSAGE TO CONGRESS ON THE AIR. THIS WAS THE BROADCASTING OF PRESIDENT COOLIDGE'S CONGRESSIONAL MESSAGE ON DECEMBER 6, 1923. THE MESSAGE WAS CARRIED OVER TELEPHONE WIRES FROM WASHINGTON TO KSD STUDIOS BEFORE NETWORK BROADCASTS BEGAN.
KSD

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO

New July Records Made by Networks

NBC Red and CBS Both Reach High Points for the Month

OF THE THREE nationwide networks, NBC's Red link and CBS both set new high records in July for chain income during this month compared with previous years, and the NBC Blue network came within 2% of its previous best.

The NBC groups, with the Pacific coast stations added, took in $2,208,935 last July, an increase of 18.5% over the $1,864,420 grossed in the same month of 1934. The Red network's share this year, of $1,360,833, represents a gain of 12.3% over last year's figure which itself showed an improvement of about 25% over the 1932 mark. The Blue network, though dealing in smaller totals (for July, 1935, the income was $795,525), outranked the Red in the matter of percentage gain, showing an improvement by 38% over the 1934 total.

CBS, with $910,470 income during July, chalked up an even larger percentage gain than the Blue network—44.5%. Both CBS and the Red hook-up have now to their credit, for the first time in the history of commercial broadcasting, totals of more than ten million dollars for the first seven months of the year.

Detailed analyses and comparisons with previous years are shown in the accompanying table:

RADIO SAVES LIVES
WTCN Traffic Court Programs Cut Auto Accidents

THE PUBLIC SERVICE that broadcasting stations can perform in reducing traffic fatalities and accidents, has been forcibly demonstrated in St. Paul during the last year, during which time WTCN, Minneapolis, has broadcast direct from that city's police traffic court twice weekly. In the 86 larger cities of the country, according to mortality records, there were 213 more deaths in 1935 than in 193 from automobile accidents, while in St. Paul the fatalities were cut in half—48 last year as against 24 this year.

The WTCN *Traffic Court of the Air* is broadcast direct from the court house on Monday and Fridays, 10:30 to 11 a. m., and has won a large audience. The educational value, according to C. T. Hagman, commercial manager of the station, has been such that the St. Paul Safety Council, as well as the judges themselves, have conceded that they have played a large part in reducing accidents.

"We understand there are many cities that will not allow traffic court broadcasts," Mr. Hagman declared. "But if they could hear of the success of St. Paul, I am sure they would change their minds. It has been helpful in the saving of lives and correcting persons who are not fully aware of traffic regulations."

Networks' Gross Monthly Time Sales

	1935	% Gain Over 1934	1934	1933	1932
NBC-WEAF (Red)					
January	$1,729,137	32.0	$1,309,662	$1,031,373	$1,421,034
February	1,620,977	33.3	1,215,998	908,531	1,379,120
March	1,802,741	31.1	1,374,910	1,028,935	1,484,906
April	1,656,283	22.2	1,355,587	809,508	1,297,903
May	1,614,969	12.0	1,441,900	816,665	1,150,152
June	1,464,124	15.1	1,272,480	824,155	979,262
July	1,360,833	12.3	1,212,163	759,155	933,295
Total	$11,129,064		$9,182,700	$6,178,322	$8,645,672
CBS					
January	$1,768,949	25.8	$1,405,948	$941,465	$1,348,842
February	1,654,461	19.2	1,387,823	884,977	1,319,414
March	1,829,553	20.0	1,524,904	1,016,102	1,436,050
April	1,615,389	17.8	1,371,601	775,487	1,354,592
May	1,287,455	2.5	1,255,887	624,256	1,326,994
June	1,066,729	15.2	925,939	553,056	915,830
July	910,470	44.5	630,290	445,414	591,183
Total	$10,133,066		$8,502,392	$5,250,757	$8,292,905
NBC-WJZ (Blue)					
January	$1,093,749	10.6	$988,503	$752,052	$1,068,868
February	1,072,136	18.7	902,866	744,209	1,054,490
March	1,156,032	12.4	1,028,552	859,572	1,228,844
April	975,970	5.6	924,623	783,898	1,227,530
May	1,007,931	8.7	926,880	761,231	1,041,195
June	863,511	5.1	821,607	609,830	1,002,039
July	795,525	38.0	576,429	539,662	810,948
Total	$6,964,854		$6,169,460	$5,050,454	$7,433,814

Pacific AAAA to Meet

A CONVENTION of Pacific Coast members of the AAAA will be held at Del Monte, Cal., in October. Specific date and general chairman to direct plans for the convention will be voted upon within the next few days, it was announced. Attendance of several Eastern officers of the AAAA is expected. Regional Executive Walter A. Burke, San Francisco, stated that all sessions of the conclave this year will be invitational. Publishers, representatives and nonmember agencies will be invited to attend.

NIAA to Meet Sept. 18-20

THE National Industrial Advertisers Association will meet Sept. 18-20 at the William Penn Hotel, Pittsburgh, with one of the features to be answers by spokesmen for various media to a question on how a fictitious $300,000 appropriation for air conditioning should be allocated. E. P. H. James, NBC advertising and sales promotion manager, will speak for radio.

H. V. KALTENBORN, journalist and commentator, back from a European tour, will return to CBS Sept. 6 with interpretations of world events.

McClatchy Newspapers Find Definite Value in Ownership of Stations

WHY THE McClatchy Newspapers, operating four stations in California and one in Nevada, entered the broadcasting field was related by G. C. Hamilton, general business manager of the newspapers and executive in charge of the stations, in an address last month before the Rotary Club in Sacramento.

"The original newspaper - owned radio stations," he said, "were installed for the building of good will and not for profit. In the early days of broadcasting there was no profit to be made. Pioneering newspapers in the radio field were motivated largely by the idea of service to the public. The enterprise was a promotion, an extension of its own field, which was then, as it is now, the delivery of information, entertainment and interpretative comment.

"What was more natural for a progressive paper than to take advantage of this new method of communication, and to add to the circle of readers a supplementary audience of listeners? If the fostering of good will was the chief motive, leading to the operating of such broadcasting stations, the objective was certainly realized. The call letters of a radio station in connection with the name of the newspaper going out over the air for a good part of each day and night, could not help but build up kindly feeling and prestige for the publisher who sponsored this new toy for the public.

"Later as the radio industry developed as a supplementary service, more definite and tangible value accrued to the newspaper owner."

Stations operated by the McClatchy Newspapers are KFBK, Sacramento, holding a construction permit for a 5,000 watt station on 1490 kc., now under construction; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nev.

Anniversary Spots

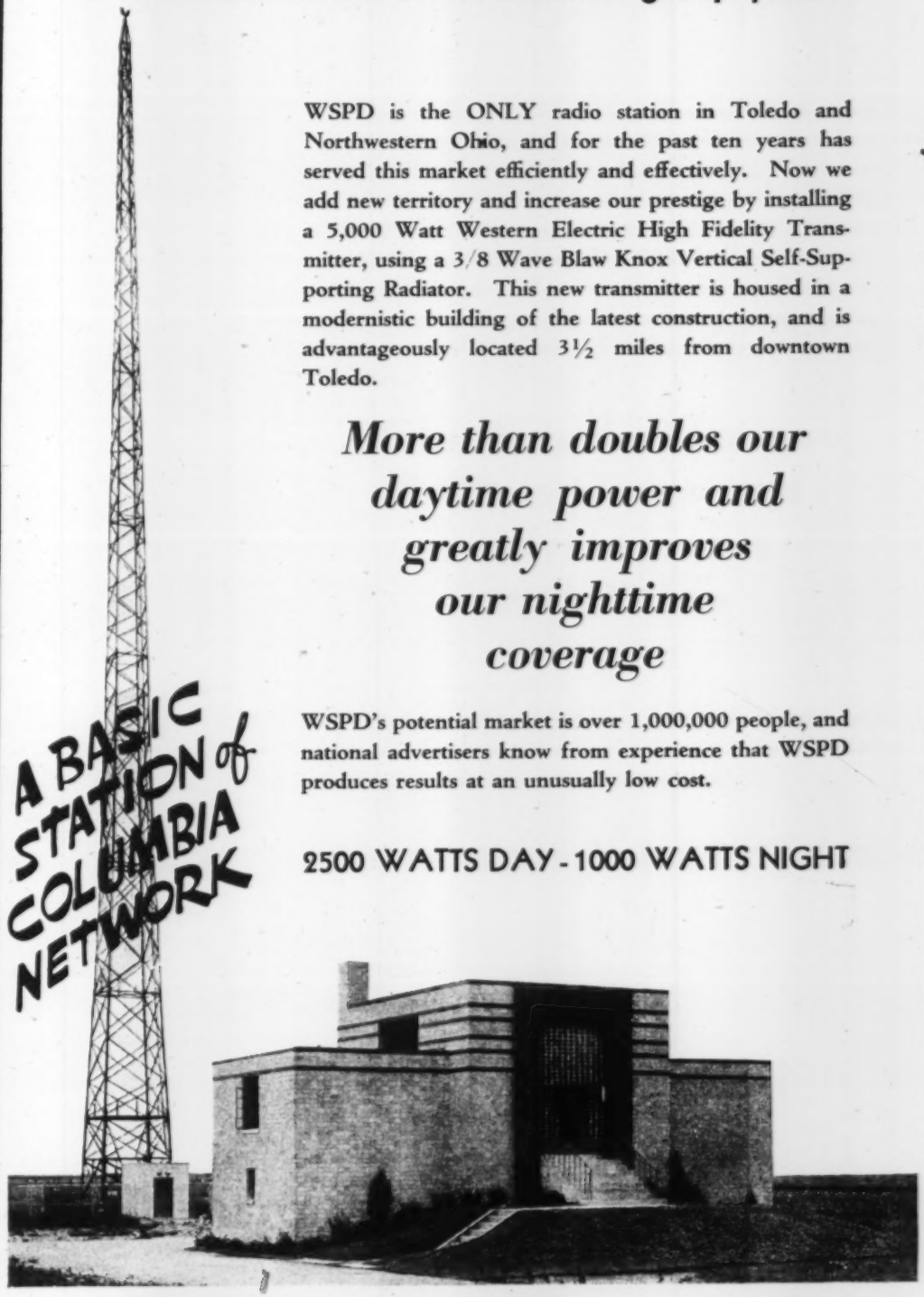
GOLDEN STATE Co. Ltd., San Francisco (dairy products) is celebrating its 30th anniversary this month with a comprehensive campaign. Besides special events on the NBC-KPO Monday and Friday *Golden State Menu Flashes*, one-minute dramatized announcements in keeping with the celebration are being heard six times weekly on KLX, Oakland; KQW, San Jose; KWG, Stockton; KYA, San Francisco; KFBK, Sacramento; KMJ, Fresno and KERN, Bakersfield. Golden State Co. also sponsors a news broadcast on KIEM, Eureka. N. W. Ayer & Son Inc., San Francisco, is the agency.

Shillinglaw Heads KFI

H. L. SHILLINGLAW, general manager of Earle C. Anthony Inc., Packard distributors in California, has taken over management of the broadcasting operations of the organization, including KFI and KECA, Los Angeles, it was learned Aug. 19. He has been connected with the Anthony organization for 22 years and will continue his general management of the automobile business.

New WSPD Transmitter

Is the Last Word in Broadcasting Equipment



WSPD is the ONLY radio station in Toledo and Northwestern Ohio, and for the past ten years has served this market efficiently and effectively. Now we add new territory and increase our prestige by installing a 5,000 Watt Western Electric High Fidelity Transmitter, using a 3/8 Wave Blaw Knox Vertical Self-Supporting Radiator. This new transmitter is housed in a modernistic building of the latest construction, and is advantageously located 3½ miles from downtown Toledo.

More than doubles our daytime power and greatly improves our nighttime coverage

WSPD's potential market is over 1,000,000 people, and national advertisers know from experience that WSPD produces results at an unusually low cost.

2500 WATTS DAY - 1000 WATTS NIGHT

WSPD - TOLEDO, OHIO

CHICAGO REPRESENTATIVE
John K. Kettlewell
919 N. Michigan Avenue

NEW YORK REPRESENTATIVE
Joseph H. McGillvra
485 Madison Avenue

Composite Photographs

s never find Missing Men

The magazine editor with two pages still to fill, and only one day to do it, can always fall back on that Classic Surefire Idea...the composite photograph...in which pictures of two or more movie stars, heavyweight wrestlers, Pulitzer poets or parachute jumpers are superimposed to create a mythical World's Greatest.

The result is usually funny and fuzzy. It has too many eyebrows and too little outline. It helps the reader shed his boredom, but it wouldn't help the Bureau of Missing Persons find either of the persons composited, should they disappear.

The radio coverage map which merges night and day broadcasting into a single representation suffers from similar shortcomings. Like the composite photograph, it presents a blurred and foggy distortion. It fails to show either the nighttime or the daytime broadcaster what his coverage is really like. CBS has just published

196 MAPS SHOWING SEPARATELY THE NIGHT AND THE DAY COVERAGE OF EACH OF 97 COLUMBIA STATIONS AND OF THE ENTIRE CBS NETWORK

Based on reports sent in by 700,000 radio listeners, these maps provide the CBS advertiser with information of great practical value in the planning of marketing maneuvers. The research department of the Columbia Broadcasting System is always glad to plot, at the request of interested advertisers, special day or night maps, showing the coverage of any possible hook-up of CBS stations.

THE COLUMBIA BROADCASTING SYSTEM

THE WORLD'S LARGEST RADIO NETWORK

485 MADISON AVENUE, NEW YORK CITY • 902 FISHER BUILDING, DETROIT • 410 NORTH MICHIGAN AVENUE, CHICAGO

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A Dismal Showing

IT IS rather a sad commentary on radio that the project for an agency recognition bureau seems headed for the scrap-heap by default. After more than a month, about one-fifth of the requisite 120 stations have signed the subscription agreement to support this proposed non-profit organization which, it seems to us, would provide a valuable service for stations and help them do business on equal footing with other major media.

Unless the necessary 120 stations sign up by Oct. 1, the entire plan will become null and void. It isn't so much the crying need for the service this proposed bureau would render as it is an indication of the unwillingness of most stations to spend a little money in an activity that will help the industry as a whole. Of course stations can get by without such a bureau. They can also get by without an audit bureau to authenticate station coverage and listener data—an infinitely larger and more important project now being planned. But if the stations won't go for an agency recognition bureau which is so reasonable in cost, can they be expected to contribute to the support of an audit bureau which will be far more expensive?

There is still plenty of time for stations to enroll in the agency recognition bureau. There are 394 NAB station members to draw from for the necessary 120 subscriptions. We repeat what we have said before editorially: The proposed bureau should have the active support of every station dealing with advertising agencies.

More Reform?

EARLY this year there was formed the Women's National Radio Committee, an organization which claimed as its objective cooperation with the broadcasting industry in the interest of women and juvenile listeners. It pointedly disclaimed any intention of "reforming" radio and openly espoused broadcasting by the American Plan, rather than government ownership or operation.

The committee, just a name at the time, was given impetus when, at the instance of Chairman Prall of the FCC, a conference of broadcasting leaders was held in New York with officers of the Committee. The results were satisfactory to all concerned.

Now, however, the committee appears with Vol. 1 No. 1 of a publication it calls *Radio Review*, a pamphlet affair criticizing programs on the networks and over independent stations in New York. Its editor is Luella S. Laudin, who also is executive secretary of the committee.

The pamphlet seems to go far afield of the stated objective of the committee. It calls radio a "public utility", in the face of the law and established legal precedent. And it states that radio, instead of providing the best of the arts, is giving listeners "a parade of vaudeville".

We have received letters critical of the Committee and its newest venture as another "reform" movement. The broadcasting industry has never turned a deaf ear to bona fide, honest criticism reflecting the views of any sizable group of listeners. Program schedules of today, for the most part, reflect the program tastes of listeners as shown in fan mail and by other tested methods.

In the case of the Committee's newest venture, it might be described as "one woman's opinion", for it certainly does not attempt to reflect the reaction or any sizable group. We have only one suggestion to make to the Committee, and that is that it adhere to its original objective. That doesn't mean instituting "reform" methods.

That old radio alarm clock has rung the last time for Will Rogers. And radio has lost its most notable headliner in his passing. There was never a complaint about his broadcasts, even though he always kidded the most notable of world figures and took delight in barging squarely into controversial and delicate subjects. He had an art all his own.

Exit, Hay-Wire

THE DAYS of the hay-wire station are numbered. Under constant urging from its Engineering Department, the FCC, soon is expected to adopt regulations requiring all stations to "clean up" their equipment, and replace faulty or obsolete apparatus which endangers the lives of engineers or operators, or which results in poor station performance.

According to FCC records, more than a half-dozen technicians have been electrocuted during the last few years because of hay-wire apparatus. We, ourselves, have seen stations that are veritable junk-piles, bolted together so as to emit signals, and without regard to safety of life.

Any station qualified to hold a license certainly should be financially competent to install safe, efficient equipment. If it cannot, it should forfeit its license. Only a handful of stations will be affected by the FCC move to clean up equipment from the safety-of-life standpoint. But it is necessary to get at that handful, and for that reason the FCC will be entirely justified in adopting the regulations it has in mind.

Your Knitting, Sir!

IN AN ADDRESS remarkable for its grammatical accuracy and factual error, George H. Payne, from his doubtful vantage point as a *telegraph* commissioner, warns against the dangers of radio becoming a "political power". Coming from one of Mr. Payne's political background this is rather refreshing. But don't take our word for it—let's tune in on an editorial in the *New York Herald-Tribune*, arch-Republican organ, which knows the former New York tax commissioner and Bull-Mooser far better than we do:

"The redoubtable George Henry Payne," says the editorial, "who has been on so many sides of so many political fences and now is 'sitting pretty' as one of the New Deal's radio 'czars' has conjured up horrendous visions of a 'fifth estate' in our government—the radio."

Then the newspaper advances the suspicion that "Czar Payne" has an "Ethiopian" in the woodpile. [See text of *New York Herald-Tribune* editorial on Page 18.]

In his speech, Mr. Payne in one breath warns a group of agricultural college editors against the dangers of radio becoming a "political power", and in the next he says radio "battles for no rights". The inconsistency is too manifest for debate. After all, Mr. Payne should not be expected to know much about broadcasting, because he happens to be a member of the Telegraph Division. One can't very well dramatize the telegraph activities of the FCC when addressing a group of youthful editors.

The speech was an obvious attempt to raise an issue where none exists, to make headlines by disparaging broadcasting, which he declared is almost entirely in the hands of those interested solely in its commercial aspects. But Mr. Payne should understand, as every fair-minded person who has studied the subject knows, that broadcasting is first and foremost a medium of entertainment and culture; that it has preferred to be the hand-maiden of politics and social welfare, not a crusader per se, lending its facilities alike to Mr. Roosevelt and the Democratic party, to every shade of opinion in Mr. Payne's own Republican party from Col. Knox through Senator Borah, through Senator LaFollette, to Father Coughlin and Huey Long, to Norman Thomas, and to every bona fide group of opinion and purpose; that Uncle Sam has decreed that broadcasting must support itself without subsidy, which means it must be operated as a business; that the character and ideals of the men who operate American radio are every whit as high as those who publish newspapers—and they have only a scant 15 years of history behind them; and finally, that all of the foregoing elements, curiously enough, including even the press in recent months (newspapers themselves now control 125 of the nation's stations) have not taken occasion to assail radio on the scores raised by Mr. Payne.

We Pay Our Respects To —

HARLOW PLINY ROBERTS

EARLY in 1929 a young advertising man came into the Chicago office of the NBC with a crazy idea. The company of which he was advertising manager wanted to go on the air, which was fine, but it wanted to sponsor a 15-minute dialogue act, which was ridiculous, and it also wanted to broadcast it six nights a week, which was unheard of.

Patiently the network executives explained that their time was for sale only in hour and half-hour units, that they had never broadcast any quarter-hour programs and to do so might establish a bad precedent, that nobody would listen to the same program night after night, that no other advertiser was putting on a program six times a week, and that it was all a silly idea and what was really wanted was an hour of nice music, broadcast once a week just like everybody else was doing.

Just as patiently the advertising manager, who had the full support of his company in his stand, explained that his company did not want a program just like everybody else's, that it wanted to be different, that if the idea was a flop it was his loss and not the network's, and that if he couldn't use radio the way he wanted to he wouldn't use it at all, thank you.

This went on for months, until finally NBC decided that the only way to convince this company that its plan wouldn't work was to try it out. And so on Aug. 19, 1929, a new advertiser went on the air, with the first 15-minute commercial program ever broadcast over a network and the first commercial program ever broadcast over a chain six nights a week.

The program was *Amos 'n' Andy*. The sponsor was the Pepsodent Co., Chicago toothpaste manufacturer. Their advertising manager, who had just won his first argument with the broadcasters—although he insists that W. W. Templin, Pepsodent's vice president and general manager at that time, deserved most of the credit for putting the plan through—was Harlow Pliny Roberts.

Born on Sept. 28, 1892, in Racine County, Wis., young Roberts grew up in this rich farm country and after graduation from Racine high school entered the University of Wisconsin's college of agriculture with the idea of becoming a livestock expert. But his natural talents led him to specialize in the marketing of farm products and when, after two years of war service, he dropped his title of captain of infantry and returned to civilian life, he accepted the position of advertising manager of the Emerson-Brantingham Co., of Rockford, Ill., manufacturer of tractors and farm machinery, later merged with the J. I. Case Co.

On March 1, 1922, Roberts came to Chicago as advertising manager of the Pepsodent Co. Even then he was interested in radio, not of course as a means of advertising but as a hobby, and most evenings found him tinkering with his homemade set and listening through earphones to the wireless code messages or to the programs of KDKA, the only broadcasting station then in existence.

As broadcasting developed and the first sponsored programs began to be heard, Roberts' interest in radio took on a professional tinge, and he pondered over the possibilities of this new medium for his company's advertising. "But when Pepsodent was first approached on the idea of using radio," Roberts says, "musical programs were the vogue. There was little else on the air and although we listened to many auditions and considered many ideas we couldn't get very much enthused. If Pepsodent was to use radio at all—and we weren't so certain it wanted to—we wanted something different.

"This went on for about three years. Then, right under our noses in Chicago we found a program that we thought might be the thing for us. It was a dialogue act, a serial story built around the lives of the two colored boys, Amos and Andy."

Then came the struggle to get on the network. But once on, the rest is radio history: How, when the original hour of 11 o'clock in the East seemed too late and the program was moved to 7 o'clock, the midwestern listeners, who now received the broadcast at six, before many of them were home from work, raised such a howl that Pepsodent was forced to blaze another radio trail by putting on the first double broadcast, one for the East and another for the West; how, year after year, the program has maintained its popularity, while the flood of imitators that sprang up in its wake have died out; how Pepsodent sales have gone up and up. The story is too well known to need repeating here.

The program's tremendous popularity has made the station breaks preceding and following it much sought after by advertisers using spot announcements, making it necessary for Roberts to maintain a constant check to keep his radio time free from infringements. "I realize," he says, "that many stations need the revenue they get from spot announcements, and technically I have nothing to say about whatever they do as long as they do not cut into the time Pepsodent has paid for. But when I get several letters in a week from listeners to an Eastern station informing me that since Pepsodent has sold part of its time to advertise a cigarette they will no longer use our products, or when another station fills the break immediately preceding *Amos and Andy* with advertising for a competing antiseptic mouthwash, then I believe we are not getting full value from these stations, even though the offending announcements do not actually cut into our period.

"It is my opinion that spot announcements are the cause of many of the complaints about too much advertising on the air," Roberts continued. "When one program closes with a commercial, a spot announcement is squeezed into the station break, and the next program opens with a commercial, these three pieces of sales talk in rapid succession cannot help confusing the audience, even if it does not offend them. Such a situation is not productive of the best results for the national advertiser, and I believe that before long action will be taken to drive station break announcements off the air, during the evening hours, at least."

Roberts is married and lives in Evanston, a North Shore suburb of Chicago. He is a member of the board of directors of the Rotary Club, and is a director and chairman of the educational and publicity committee of the Chicago council, Boy Scouts of America. He keeps in shape by playing golf in the summer and bowling during the winter, but has no real hobbies, he says, since the professional receiving set manufacturers got too good for his amateur competition.

PERSONAL NOTES

D. A. KAHN, managing director of KGKO, Wichita Falls, Tex., and C. B. Locke, chief engineer, have signed new contracts with Amon Carter, publisher of the *Fort Worth Star-Telegram* and operator of WBAP, who has purchased the station. They will remain with the station if it is moved to Fort Worth, as planned by Mr. Carter.

GRIFFITH B. THOMPSON, formerly of the *Indianapolis News*, American Chicle Co., American Tobacco Co., and other concerns, has been named head of the commercial department of WBZ-WBZA, Boston-Springfield. The appointment was announced Aug. 21 by John A. Holman, general manager for NBC in New England.

LLOYD C. THOMAS, former NBC executive and now president of WROK, Rockford, Ill., has taken over general management of KGBZ, York, Neb. Alex Sherwood, former commercial manager of KDKA, Pittsburgh, has been named manager, and Ralph Trotter, former program director of WAAW, Omaha, has been appointed program director.

DAVE MILLER, manager of CKSO, new 1000-watter at Suboury, Ontario, arranged an elaborate program for the late-August debut of the station. John Farrell, former Toronto newspaperman and radio script writer as well as former manager of CFCA, pioneer Canadian station, is chief announcer.

STANLEY H. CHAMBERS, former sales manager of WFIL, Philadelphia, and prior to that on the WMCA, New York, staff, on Aug. 19 became sales manager of WDAS, Philadelphia. Coincident with his appointment, he announced new advertising policies for the station.

T. W. SYMONS Jr., president of KFPY, Spokane, and a member of the NAB board of directors, has been elected a director of the Washington State Association of Broadcasters.

LEO GLENNON, formerly *San Francisco Chronicle* advertising executive, has joined the San Francisco sales department of KROW, Oakland.

GORDON BAMBERGER, new addition to the CBS sales promotion staff in Chicago, was formerly in the research and radio departments of Blackett-Sample-Hummert Inc. Prior to that he was on the *Chicago Tribune* staff.

FRED WEBER, MBS coordinator, has returned to Newark from a swing around the Mutual circuit in which he discussed sales activities and program coordination with stations in the network. Otis B. Williams, formerly eastern sales representative for *March of Time* films and prior to that sales representative for McGraw-Hill publications has joined the sales staff of WOR, Newark.

ARTHUR B. CHURCH, general manager of KMBC, Kansas City, and chairman of the NAB commercial committee, has returned to his office following a trip to the West Coast during which he visited numerous stations and was the guest of C. W. Myers, president of KOIN, Portland. He also visited the Los Angeles and San Francisco offices of Free & Sleininger Inc., station representatives.

JAMES R. CURTIS, president of KFRO, Longview, Tex., left for an extended automobile trip with Mrs. Curtis and members of the family on Aug. 12. He visited Atlanta and Lynchburg, prior to a trip to Washington for a hearing before the FCC and then planned a business trip to include Philadelphia, New York, Detroit and Cincinnati.

LAMBDIN KAY, director of WBS, Atlanta, has been made honorary life president of the Daytona (Fla.) Tarpon Club in recognition of his recent capture of a record 117-pound silver king. John Outler, commercial manager of WSB, who caught a 100-pounder at the same place last summer, has returned there to try to beat Kay's record.

FRANK E. MASON, administrative vice president of NBC and Mrs. Mason, embarked on their cruiser *Cora Lee* Aug. 22 for a week's fishing trip on Long Island Sound.

MYRON J. BENNETT has resigned as general manager of KLPM, Minot, N. D., and for the next month will vacation in Wisconsin. His future plans are not known.

BEHIND THE MICROPHONE

GEORGE PATTERSON, announcer of WAVE, Louisville, has been made program director. Reginald Billin, formerly holding that post, has gone to England. Patterson entered radio last summer as a relief announcer at WAVE, receiving a permanent assignment in the fall.

THOMAS J. RILEY, former reporter for the *New York American* and other metropolitan papers, has joined the press department staff of NBC in New York.

IRWIN BINGHAM, formerly of WNAD, Norman, Okla., and KOMA, Oklahoma City, has joined the announcing staff of KSD, St. Louis. Juanita Olson, of Chicago, has joined the continuity department.

WILLIAM J. DAVIDSON, formerly on the announcing staff of KMTR, Los Angeles, has joined KFRC, San Francisco, in a similar capacity, and along with his duties is conducting the daily morning *Rise and Shine* program.

ROBERT M. BURTT and Willfred G. Moore, of Chicago, co-authors on the *Jimmie Allen* transcription series, arrived in Hollywood late in August to write a film for Paramount on the *Adventures of Jimmy Allen*. It will not duplicate any of the radio script.

BUTTE
Home of
KGIR

LILLIAN MALTZ, for four years secretary of the sales department of KHJ, Los Angeles, resigned in August. Joseph Catanich and Amory Eckley, salesmen, also resigned.

EMERSON SMITH, for the last year on the announcing staff of KOIL, Omaha, has been transferred to the sales staff.

MARTIN PROVENSEN, announcer at KHJ, Los Angeles, resigned in August to free lance.

GENE HANDSAKER, radio editor of the *Los Angeles Post-Record*, resigned in August to join the announcing staff of KFI, Los Angeles.

HARRY SEYMOUR, formerly at WSMB, New Orleans, is the announcer in the film *Broadway Gondolier*.

JOSEPH de NATALE, 1935 graduate of the University of Nebraska, and Robert Moon, who has been conducting a *Believe It or Not* column on the air with the permission of Bob Ripley, have joined the regular announcing staff of KFOR, Lincoln, Neb. Richard Smith, who left KFOR last summer to teach dramatics, has rejoined its announcing staff.

STEPHEN SLESINGER Inc., 250 Park Ave., New York, has been appointed radio representative for Zane Grey, the author.

R. CLIFTON (Cliff) DANIEL, 22-year-old announcer of WKY, Oklahoma City, has joined the announcing staff of WCAE, Pittsburgh.

HOWARD SANDERS, St. Louis, has joined the announcing staff of KWK, that city.

MARY O'KELLY, for seven years program director of WPTF, Raleigh, has been appointed continuity head of WHK, handling also some studio productions under John Vorpe, production manager. She succeeds Walter Morrison, whose resignation was effective Aug. 31.

TALENT QUEST—George Biggar, program director of WLS, Chicago, and Ed Fellers, advertising manager of Mantle Lamp Co., are here snapped at Atlanta during one of their forays into the Southland in search of new hillbilly talent, highly popular with the WLS farm audience.

REBECCA CAMPBELL, hostess of WGAR, Cleveland, was secretly married in July to Sergeant Fred Lush of the Army Air Corps, and will follow her husband to Honolulu where he is stationed.

BILLY SANDIFORD, KOIN announcer, and Ruther Messmer, blues singer of the station, were married Aug. 5 in Portland, Ore. They motored to New York for their honeymoon.

LEON USSERY, formerly of XEPN, KFRO, KGKB and KFYO, has been named program director and chief announcer of WKEU, Griffin, Ga. He began his radio career with WKEU two years ago.

LEONARD COX, program manager of KNX, Hollywood, flew to New York late in August for an audition of his *Elmer Goes Hollywood* series.

PEM DAVENPORT, former staff pianist and composer of WFAA, Dallas, now in New York, returned to Dallas and appeared on the Dr. Pepper Co. program, playing his latest tune, "Nonchalant".

JAMES WAHL, formerly of KGU, Honolulu, has been named program manager of KGMB, Honolulu, and Tom Barry, of the same station has been named production head.

DON WILSON, NBC announcer on the Jack Benny programs, was operated on for appendicitis in his home town, Denver, the middle of August while on vacation. He is reported as staging a speedy recovery.

SCOTT PERKINS, production manager of KHJ, Los Angeles, during the past nine months, resigned in August to take over managerial duties connected with the "Country Church of Hollywood" in its radio activities on chain and transcription. William Goodwin, chief announcer, succeeded him temporarily.

CLINTON (Buddy) TWISS, NBC announcer, San Francisco, who subbed for Rush Hughes on the *Langendorf Pictorial Review* while the commentator was East honeymooning, has been given a commentating spot of his own on the network. Twiss is now heard five days weekly in *Studio Chatter* during the *Woman's Magazine of the Air*, giving five minutes of what goes on behind the microphone.

LANCELOT PATRICK (Lanny) ROSS, radio singer, and Olive White, his business manager, were married quietly July 29 at Millbrook, N. Y., they revealed to friends in August.

RAYMOND R. MORGAN Co., Hollywood program producer, in August began publishing an eight-page monthly house organ titled *Morgan* for distribution to agencies and potential sponsors.

VERNE W. THOMPSON, music director of KGU, Honolulu, was in Southern California the middle of August on a brief trip to the mainland.

FENTON W. EARNSHAW has joined the staff of Earnshaw Radio Productions, Hollywood transcription firm, as assistant stage director for productions to be broadcast. A recent graduate of the University of California at Los Angeles and a Colonel in its ROTC, he is a son of Harry A. Earnshaw, who established the organization.

RALPH EDWARDS, announcer of KSFO, San Francisco, has been transferred to Oakland, Cal., and has been made production supervisor of the station's auxiliary studios in that city. Milton Adair has been added to the staff as sports announcer, succeeding Robert Dumm, who is now doing straight announcing.

MARVIN YOUNG, of NBC's production staff in San Francisco, wrote *A Woman Decides*, the play in which Anne Seymour and Don Ameche starred during the *Grand Hotel* program over NBC Aug. 4.

TED WEBBE, announcer of WNEW, Newark, has been named program director. Wade Watson, formerly of WHAS, White Plains, N. Y., has joined the announcing staff.

PERRY KING, formerly announcer of the old ABS *Five Star Final* and later with WIS, Columbia, S. C., has been named program director of KQV, Pittsburgh. George Heid, formerly of KPO, San Francisco, and KVOA, Tucson, Ariz., has joined the announcing staff.

V. EUGENE MOSER, former production manager of KMOX, St. Louis, and prior to that production manager for the Southwest Broadcasting System, has joined the production staff of KYA, San Francisco.

DON WILBUR, formerly on the announcing staff of KFNF, Shenandoah, has been added to the staff of KGGC, San Francisco, as news announcer.

ARE THEY LISTENING?

from One WKY Broadcast!

HERE is concrete evidence of WKY popularity in Oklahoma that no statistics can express, no piechart reflect, no map convey. WKY's potential circulation in its primary area is 177,700 radio families, yet 30,138 persons took the time and trouble to cast votes by letter and card for their favorites in **one** amateur broadcast of one hour sponsored by a local women's apparel shop.

Such listener preference and response has made WKY a known quantity in any selling program in the Oklahoma City Market.

WKY Oklahoma City

Affiliated with the Daily-Oklahoman, the Times and the Farmer-Stockman

REPRESENTATIVE — E. KATZ SPECIAL ADV. AGENCY

WBNX

MILESTONES ON WBNX

FIRST — Increased space—additional studios.

SECOND — High Fidelity Speech Input Equipment.

NOW! — NEW 190 FOOT ¼ WAVE ANTENNA!!!

MARKS THE SPOT

These events show why WBNX gives you the New York market intimately, intelligently and inexpensively!

WBNX—New York *Write For Booklet "Market Coverage"*

IN THE CONTROL ROOM

JOE HALLOCK, veteran engineer and announcer of KGW-KEX, Portland, Ore., has been appointed to the field force of the FCC engineering department and probably will be stationed in Washington. He was operator of one of the first stations in the Northwest and for the last several years has been announcing for KGW-KEX. During the war he was in charge of the U. S. Army station at Brest, France.

DONALD A. DeWOLF, NBC field supervisor in San Francisco, has been promoted to the post of engineer in charge of NBC Hollywood studios. DeWolf has been in radio activity since 1910. He is succeeded by George Greave, formerly his assistant, who in turn will be assisted by George McElwain. Stephen Hobart replaces McElwain as control superintendent.

WILLIAM D. TERRELL, chief, Field Section of the FCC, is recuperating from an appendicitis operation performed on Aug. 21 at George Washington Hospital in Washington.

CHARLES B. SNYDER, of Fargo, succeeds Don Holaday as an operator at WDAY, Fargo, Holaday having gone to KFRO, Longview, Tex. Juline Savold, formerly of KGFK, Moorhead, Minn., has been transferred to WDAY.

ROBERT TYLER, of the New York NBC technical force, arrived in Hollywood in August in connection with the network's new studios there.

HERBERT W. BROWN, control operator of WLLH, Lowell, Mass., was married in August to Miss Rita Kelly, of that city.

GEORGE GREGORY, control engineer of WNEW, Newark, is the father of a boy born recently.

LAWRENCE EMERY, head technician with R. U. McIntosh & Associates, Los Angeles transcription firm, resigned in August. New members of the engineering staff include Tracey Barnes and Walter Switzer.

GEORGE GREAVES, NBC field supervisor in San Francisco, is the father of a girl born Aug. 13.

J. G. STRAING, of the NBC technical force in New York, arrived in Hollywood in late August to take charge of technical construction of the new NBC studios.

ROBERT JENSEN, chief control operator of KFAB and KFOR, Lincoln, Neb., has returned from a tour of the British Isles and France which he made with Al Poska, KFAB program director.

GORDON MORRISON, of KRE, Berkeley, Cal., announcer and technician, has been named chief engineer.

GRAHAM TEVIS, chief engineer at KMOX, St. Louis, and Mrs. Tevis, became the parents of a daughter, Mary Elizabeth, Aug. 3. Mrs. Tevis (Lucille Doerr) was formerly on the staff of the station before their marriage last summer.

DR. C. B. JOLLIFFE, FCC chief engineer, who is on an automobile tour of the FCC's Western district inspection offices, was guest of honor at a luncheon of approximately 50 San Francisco radio station and other communications executives Aug. 13. Ralph R. Brunton, operator of KJBS, San Francisco, and KQW, San Jose, presided. V. Ford Greaves, former assistant chief engineer of the Radio Commission, now supervisor for the San Francisco district, was also an honored guest.

CALL letters assigned the new local station at Hilo, Hawaii, licensed to the Honolulu Broadcasting Co., Ltd., are KHBC.

TO MAKE MONEY
—Go Where the Money IS!
TO MAKE SALES
—Go Where the Audience IS!

KSTP is the only Northwest Station offering the Star Programs of NBC's Red and Blue Networks—the programs that attract the nation's greatest audience nightly!

No wonder KSTP continues to dominate in the 9TH U. S. RETAIL MARKET where 74.3 cents of every retail dollar in Minnesota are spent!

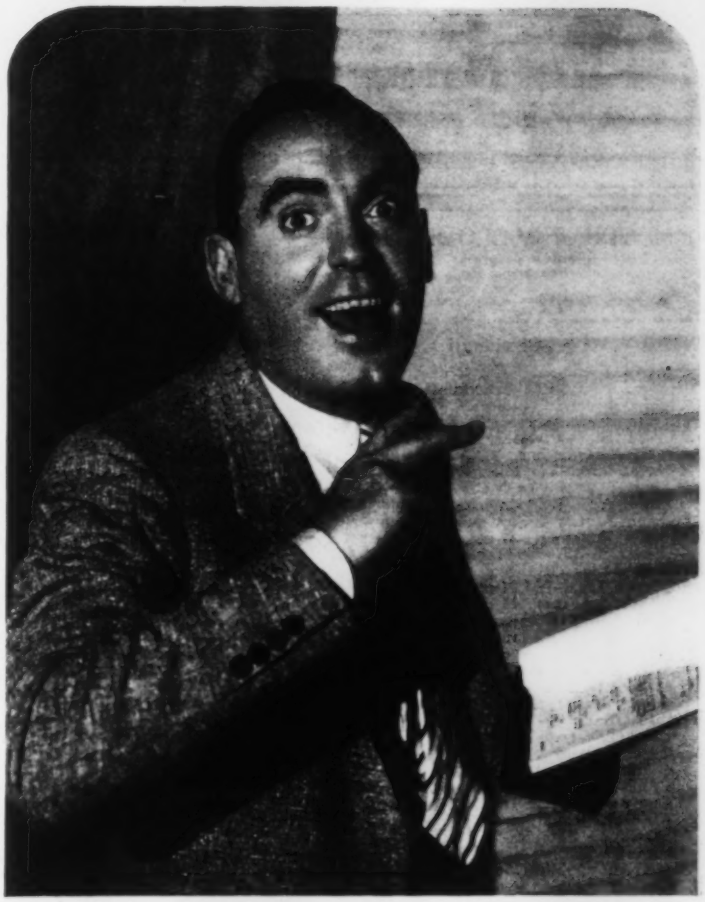
For Market Facts and Sales Data, write or call

General Sales Office, KSTP, Minneapolis, Minn., or to our

NATIONAL REPRESENTATIVES: . . . in New York—Paul H. Raymer Co., . . . in Chicago, Detroit, San Francisco—John Blair Co.

MINNEAPOLIS kstp ST. PAUL

DOMINATES THE 9th U. S. RETAIL MARKET



TERRIBLE TESTIMONIALS . . . No. 4

"I asked ten of my best friends if they ever heard my broadcasts over KFWB and they all said 'No'. That proves the right sort of people listen to KFWB."

Pat O'Brien

Thanks to Pat O'Brien and many other big time screen stars, the right sort of people *do* listen to KFWB. Situated as we are in the heart of Hollywood and Beverly Hills, we're in a sweet spot to deliver results at low cost. Why not investigate?

KFWB

A GOOD SPOT FOR YOUR ADVERTISING

LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios
Free & Steininger, Exclusive Representatives

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLW, Cincinnati

Crown Overall Mfg. Co. & Headlight Overall Mfg. Co., Cincinnati, weekly *sp*, direct.
Chrysler Corp., Detroit (Dodge, Plymouth autos), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Reliance Mfg. Co., Chicago (Big Yank shirts), weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Fashion Frocks Inc., Cincinnati (women's dresses), weekly *sp*, thru Frederick W. Ziv Inc., Cincinnati.
French Lick Springs Hotel Co., French Lick, Ind. (mineral water), weekly *sp*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Ball Bros. Co., Muncie, Ind. (fruit jars), weekly *sp*, thru Applegate Adv. Agency, Muncie.
General Mills Inc., Minneapolis (Gold Medal flour), 6 weekly *sp*, thru Blackett - Sample - Hummert Inc., Chicago.
Kroger Grocery & Baking Co., Cincinnati (coffee), 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.
General Mills Inc., Minneapolis (Wheaties), 5 weekly sp, thru Blackett - Sample - Hummert Inc., Chicago.
State Automobile Mutual Insurance Co., Cincinnati, weekly *sp*.
Crosley Radio Corp., Cincinnati, 4 weekly *sa*, 37 weekly *sa*, 3 weekly *sp*, direct.

WGN, Chicago

Cudahy Packing Co., Chicago (Old Dutch Cleanser), 5 weekly *sp*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Munsingwear Corp., Minneapolis (underwear), 5 weekly *sp*, thru Roche, Williams & Cunnyngham Inc., Chicago.
General Mills Inc., Minneapolis (Gold Medal Flour), 312 *t*, thru Merrill Advertising Co. Inc., N. Y.
Inland Consolidated Coal Corp., Chicago (Great Eagle Coal), 3 weekly *t*, thru Jim Duffy Inc., Chicago.

WCAE, Pittsburgh

Omega Chemical Co., Brooklyn (Omega oil), 120 *sa*, thru Husband & Thomas Inc., N. Y.
Knox Co., Kansas City (Cystex), 26 *t*, thru Dillon & Kirk, Kansas City.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., N. Y.
Dethol Mfg. Co., Washington (insecticide), 2 weekly *sa*, thru Aitkin-Kynett Co., Philadelphia.

WHAT, Philadelphia

Greenbrier Military School, Lewisburg, W. Va., 5 weekly *sa*, thru General Brdcstg. Co., Philadelphia.
Fox - Weiss Fur Co., Philadelphia & New York, 2 daily *sa*, thru Harry Feigenbaum Adv. Service, Philadelphia.

WHIO, Dayton

Foster-Milburn Co., Buffalo (Doan's pills), 3 weekly *t*, thru Street & Finney Inc., N. Y.

WEAF, New York

General Mills Inc., New York (wheaties), weekly *sp*, thru Knox Reeves Adv. Agency, Minneapolis.

WMBG, Richmond, Va.

Greyhound Management Inc., Cleveland, 8 *t*, thru Beaumont & Hohman Inc., Cleveland.

WBT, Charlotte, N. C.

Dethol Mfg. Co., Washington (insect powder), 2 weekly *sa*, thru Aitkin-Kynett Co., Philadelphia.
Phillips Packing Co., Cambridge, Md. (food), 14 weekly *sa*, thru Aitken-Kynett Co., Philadelphia.
Greyhound Management Inc., Cleveland (bus lines), 3 weekly *t*, thru Beaumont & Hohman Inc., Cleveland.
Skinner Mfg. Co., Omaha (Raisin Bran), 6 weekly *sp*, thru Buchanan-Thomas Adv. Co., Omaha.
American Bakeries Co., Atlanta, weekly *sp*, thru James A. Greene & Co., Atlanta.
American Oil Co., Baltimore, 6 weekly *ta*, thru Joseph Katz Co., Baltimore.
Western Co., Chicago (Dr. West toothpaste), 3 weekly *sp*, thru Standard Broadcast Service, Atlanta.
Krueger Brewing Co., Newark, 2 weekly *t*, thru Fuller & Smith & Ross Inc., N. Y.
Southern Dairies Inc., Washington (dairy products), 3 weekly *t*, thru McKee & Albright Inc., Philadelphia.
Ralston Purina Co. Inc., St. Louis (Purina Chow), 3 weekly *ta*, thru Gardner Adv. Co., St. Louis.
Zenith Radio Corp., Chicago (radio sets), 4 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Colgate - Palmolive - Peet Co., Jersey City (Octagon soap), 2 weekly *t*, thru Benton & Bowles Inc., N. Y.

WESG, Elmira, N. Y.

G. W. Van Slyke & Horton, Albany (Peter Schuyler cigars), 6 weekly *sa*, thru Moser & Cotins Inc., Utica.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

KFRC, San Francisco

Libby, McNeil & Libby, Chicago (evaporated milk), 3 weekly *sp*, thru J. Walter Thompson Co., Chicago.

KIEM, Eureka, Cal.

Shell Oil Co., San Francisco, 5 weekly *sp*, thru J. Walter Thompson Co., San Francisco.
Golden State Co. Ltd., San Francisco (milk), 3 weekly *sp*, thru N. W. Ayer & Son Inc., San Francisco.
Congoin Co., Los Angeles (health beverage), 3 weekly *t*, thru Lockwood-Shackelford Co., Los Angeles.
San Francisco Examiner, San Francisco (newspaper), weekly *t*, direct.
General Petroleum Corp. of Cal., Los Angeles, daily *ta*, thru Smith & Drum Inc., Los Angeles.
MacMillan Petroleum Co., Los Angeles, daily *sa*, thru Erwin, Wasey & Co. Inc., Los Angeles.
General Household Utilities Co., Chicago (Grunow products), weekly *t*, thru local distrib.
Pittsburgh Plate Glass Corp., Milwaukee (paint), 26 *t*, thru local distrib.
Sperry Flour Co., San Francisco, 8 *t*, thru Westco Adv. Agency, San Francisco.
J. A. Folger & Co., San Francisco (coffee), 3 weekly *sa*, thru Raymond R. Morgan Co., Hollywood.

WLAP, Lexington, Ky.

Stanback Medicine Co. (proprietary), Salisbury, N. C., 6 weekly *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.
Central Shoe Co., St. Louis (Robin Hood shoes), weekly *t*, thru Jimm Daugherty Inc., St. Louis.

KOMO, Seattle

Kellogg Co., Battle Creek (corn flakes), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Pontiac Motor Co., Pontiac, Mich. (autos), 108 *sa*, thru MacManus, John & Adams Inc., Detroit.

WENR, Chicago

Omega Chemical Co., Brooklyn (Omega oil), daily *sa* for 25 weeks, thru Husband and Thomas Co., N. Y.

WFAS, White Plains, N. Y.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

Photo Courtesy of I. T. & T. Co.

POPE PIUS XI BROADCASTS—This is how His Holiness appears before the microphone in the Vatican during his short wave broadcasts over the Vatican's own station and also during his occasional relay broadcasts to the world. Photo is latest to be received in this country and shows Pope Pius as he addressed the Eucharistic Congress at Buenos Aires. Standing behind the Supreme Pontiff is Rev. Father Filippo Soccorsi, director of the Vatican radio station.

WOW, Omaha

A-C Spark Plug Co., Flint, Mich., 52 *ta*, thru D. P. Brother & Associates, Detroit.
Bunte Bros., Chicago (candy), *sa* to 12-1-35, thru Fred A. Robbins Inc., Chicago.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 78 *t*, thru Joseph Katz Co., New York.
Health O'Quality Products Co., Cincinnati (Healtho), 13 *t*, thru Key Adv. Co., Cincinnati.
H. J. Heinz Co., Pittsburgh (food), 13 *sa*, thru Maxon Inc., Detroit.
ITS Co., Elyria, O. (rubber heels), *sa*, thru Carr Liggett Inc., Cleveland.
Lee & Schiffer Inc., New York (Rolls razor), 13 *t*, thru Kimball, Hubbard & Powel Inc., N. Y.
Omega Chemical Co., Brooklyn (Omega oil), 120 *sa*, thru Husband & Thomas Co. Inc., N. Y.
Ralston Purina Co. Inc., St. Louis (cereal), 78 *t*, thru Gardner Adv. Co., St. Louis.
Standard Oil Co., Nebraska, Omaha, 39 *t*, thru McCann-Erickson Inc., Chicago.
Zenith Radio Corp., Chicago (radio sets), 52 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

CHRC, Quebec

Imperial Tobacco Ltd., Montreal (Laval cigarettes), 6 weekly *sp*, direct.
Tuckett Tobacco Co., Hamilton, Ont. (Buckingham cigarettes & mixture), daily *sp*, direct.
Ironized Yeast Co., Atlanta (proprietary), 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Canada Starch Co., Montreal (Mazola etc.), 3 weekly *sp*, thru Vickers & Benson, Montreal.
McColl Frontenac Oil Co. Ltd., Montreal, 6 weekly *sp*, thru McConnell & Ferguson Ltd., Toronto.
St. Lawrence Starch Co. Ltd., Port Credit, Ont. (Sirop de Mais Bee Hive), 3 weekly *sp*, direct.
La Peptonine Co., Montreal (infant's food), weekly *sp*, direct.
Carter Medicine Co., New York (liver pills), 3 weekly *sp*, thru Ruthrauff & Ryan Inc., New York.
Templeton's Ltd., Toronto (proprietary), 3 weekly *sp*, direct.

WGAR, Cleveland

Pilsner Ice, Fuel & Beverage Co., Cleveland (beer), 3 weekly *sp*, thru Hubbell Adv. Agency, Cleveland.
California Fruit Growers Exchange, Los Angeles (Sunkist), 36 *sa*, thru Lord & Thomas, Los Angeles.
Dandee Pretzel & Potato Chip Co., Cleveland, 3 weekly *sp*, thru Howard & Gymer, Cleveland.

KGO, San Francisco

Armand Co., Des Moines, Iowa (cosmetics), daily *ta*, thru Coolidge Adv. Co., Des Moines.
Calwhey Co., San Francisco (health food), weekly *sp*, thru Ray M. Wright Adv. Agency, San Francisco.
H. J. Heinz Co., Pittsburgh (food), daily *ta*, thru Maxon Inc., Detroit.

KWKH, Shreveport, La.

Grove Laboratories Inc., St. Louis (proprietary), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Dodge Bros. Corp., Detroit (autos), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KTBS, Shreveport, La.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Dr. Pepper Co., Dallas (beverages), 6 weekly *ta*, thru Tracy - Locke-Dawson Inc., Dallas.

KHJ, Los Angeles

Southwest Investment Corp., Los Angeles, 3 *sp*, thru Lockwood-Schackelford Co., Los Angeles.
General Mills Inc., San Francisco (Sperry flour), 5 weekly *t*, thru Western Adv. Agency, San Francisco.

KGU, Honolulu

California Fruit Growers Exchange, Los Angeles (Sunkist), 176 *sa*, thru Lord & Thomas, Los Angeles.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

LUDENS Inc., Reading, Pa. (cough drops) on Oct. 6 starts program on 21 NBC-WEAF stations, Sundays, 5:45-6 p. m. Agency: J. M. Mathes Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Anacin) on Oct. 1 starts *Easy Aces* on 23 NBC-WJZ stations, Tues., Wed., Thurs., 7-7:15 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

P. LORILLARD & Co., New York (Briggs tobacco, Old Gold cigarettes) on Oct. 5 starts *Briggs Sports Review of the Air* on 53 NBC-WEAF stations, Saturdays, 7-7:15 p. m. Agency: Lennen & Mitchell Inc., N.Y.

LIBBY, McNEIL & LIBBY, Chicago (evaporated milk) on Sept. 30 starts *Og, Son of Fire* on 16 CBS stations, Mon., Wed., Fri., 5:45-6 p. m., repeat at 6:15. Agency: J. Walter Thompson Co., Chicago.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal) on Sept. 30 starts *Vanished Voices* on 12 CBS stations, Mon., Wed., 6:30-6:55 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

WASEY PRODUCTS Inc., New York (Bost toothpaste, Kreml, Dr. Edward's olive tablets, Musterole) on Oct. 1 starts *The Lamplighter* on 3 Mutual stations, Tues., Wed., Thurs., 11:15-11:30 a. m., Sundays, 2:30-3 p. m. Agency: Erwin, Wasey & Co., N. Y.

GENERAL MILLS Inc., Minneapolis (Gold Medal flour, Bisquick) on Aug. 26 started *Gold Medal Minstrels* on 4 Mutual stations, Mondays thru Fridays, 11:45-12 noon. Agency: Blackett-Sample-Hummert Inc., Chicago.

RALSTON PURINA Co., St. Louis (cereal) on Sept. 30 starts *Tom Mix* program on 16 NBC-WEAF stations, Mon., Wed., Fri., 5:30-5:45 p. m. Agency: Gardner Adv. Co., N. Y.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal) on Oct. 1 starts *Studio Seven* on 10 NBC-WEAF stations, Tues., Wed., Thurs., 11:16-11:30 a. m. Agency: Ruthrauff & Ryan Inc., N. Y.

CALIFORNIA BREWING ASSN., San Francisco (Acme beer) on Sept. 6 starts for 13 weeks in *Woman's Magazine of the Air* on 8 NBC-KPO stations, Fridays, 2:45-3 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

CAMPBELL SOUP CO., Camden, N. J., (soup) on Aug. 26 started for 13 weeks in *Woman's Magazine of the Air* on NBC-KPO, Mon., Tues., Thurs., 2:15-2:30 p. m. Agency: F. Wallis Armstrong Co., Philadelphia.

Mr. Hart Johnston,
The Wander Company,
Chicago, Ill.

Dear Mr. Johnston:

Why not ask Charlotte dealers if your programs on outside NBC stations influence WANDER sales in their stores. Also ask them about the sale of products now being carried on WSOC. That's one good way of getting the whole truth about one of the best stations in one of the best towns in the South.

STANDING BY! Ready NOW to plug you in!

WSOC
Charlotte, N. C.

Vox Popped

CONSIDER the embarrassment of Perry King, while broadcasting the *Man Down on the Street* program of KQV, Pittsburgh, when an employe of KDKA, Pittsburgh, happened to be one of those interviewed. The KDKA employe observed that his station was the world's oldest and carried the NBC *Vox Pop*, inferring that the KQV idea was a steal. King ad libbed furiously to extricate himself from the situation.

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN., San Francisco (financial), an Sept. 4 starts for 13 weeks in *Woman's Magazine of the Air* on 3 NBC-KPO stations, Wed., Fri., 2-2:15 p. m. (PST). Agency: Charles R. Stuart Inc., San Francisco.

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN., San Francisco, (financial) on Sept. 1 starts for 13 times only, *What's New* with Meredith Willson's orchestra and guest vocalists, on 3 NBC-KPO stations, Sundays, 3-3:30 p. m. (PST). Agency: Charles R. Stuart Inc., San Francisco.

Renewal Contracts

J. A. FOLGER & CO., San Francisco (coffee) on Sept. 19 renews for 13 weeks. *Lee S. Roberts and His Old Memory Box* on 5 NBC-KPO stations, Thurs., Sat., 7:45-8 p. m.; on Oct. 1 renews for 10 weeks same program on 5 NBC-KPO stations, Tuesdays, 7:45-8 p. m. Agency: Raymond R. Morgan Co., Los Angeles.

AMERICAN RADIATOR Co., New York, on Sept. 15 renews *Fireside Recitals* on 20 NBC-WEAF stations, Sundays, 6:30-6:45 p. m. Agency: Blaker Adv. Agency, N. Y.

BI-SO-DOL Co., New Haven (proprietary) on Aug. 28 renewed *Broadway Varieties* on 36 CBS stations, Wednesdays, 8:30-9 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

A. S. BOYLE Co., Cincinnati (Old English wax) on Aug. 30 renewed *Lazy Dan the Minstrel Man* on 18 CBS stations (more to be added), Fridays, 7:15-7:45 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

SOUTHWESTERN GREYHOUND BUS LINES, Dallas (transportation) on Sept. 12 renews *Greyhound Travelers* on 3 Texas Quality stations, Thursdays, 6:30-6:45 p. m. (CST). Agency: Beaumont & Hohman Inc., Dallas.

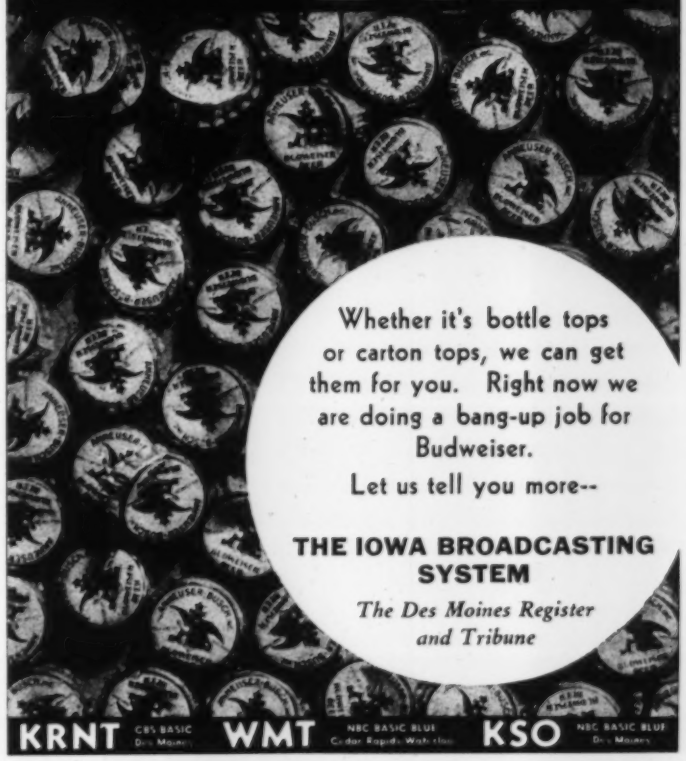
NBC CHANGES — EMERSON DRUG Co. adds 7 stations to *NTG and His Girls;* Swift & Co. changes program to *Swift Studio Party.*

AMERICAN HOME PRODUCTS Corp., New York (Kolynos toothpaste) on Sept. 30 renews *Just Plain Bill* on 29 CBS stations, Mon. thru Fri., 11:45-12 noon. Agency: Blackett-Sample-Hummert Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Jad Salts), on Sept. 30 renews *Mrs. Wiggs of the Cabbage Patch* on 11 CBS stations, Mon. thru Fri., 11:30-11:45 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

BUTTE
Where Business is *Good!*

IOWA NETWORK *gets the* TOPS



Whether it's bottle tops or carton tops, we can get them for you. Right now we are doing a bang-up job for Budweiser.

Let us tell you more--

THE IOWA BROADCASTING SYSTEM
The Des Moines Register and Tribune

KRNT CBS BASIC Des Moines · WMT NBC BASIC BLUE Cedar Rapids-Waterloo · KSO NBC BASIC BLUE Des Moines

KJR

presents for sponsorship

THE TOTEM NEWS REPORTER

■

First **News Reporter** in Seattle . . . second only to New York in percentage of radio equipped homes . . . 97.4%

■

NOW
Exclusive **UNITED PRESS WORLD WIDE NEWS SERVICE**

■

Reaches 60% of Washington State's population 277,300 radio families

■

For complete details
EDWARD PETRY COMPANY
National Representatives

YOU'D NOT GO OUT WITHOUT YOUR PANTS!

•

You've simply gotta have . . . .

Balanced Coverage

•

In Northern California you get exactly that from one outstanding independent station . . . . .

KSFO

SAN FRANCISCO - OAKLAND
560 k. c. — 1,000 watts — full time

Listener mail reveals KSFO's program popularity. But that's old stuff. **Here's something new!** KSFO's mail comes in amazingly direct ratio with the **population** in every important Northern California county. And **that** is the **balanced coverage** you need!

The reason? KSFO is the **only** independent station in Northern California operating on a really swell frequency. Remember that!

THE ASSOCIATED BROADCASTERS - INC
RUSS BLDG. - SAN FRANCISCO, CALIFORNIA
Philip G. Lasky, General Manager

TRANSCRIPTIONS

ADDITIONAL transcrition accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Bethlehem Steel Co., Bethlehem, Pa. (Steel galvan)
Cleveland Rubber Co., Inc., Cleveland (U. S. tires)
Drewrys Ltd., Chicago, Ill. (Drewry's Ale)
General Ice Cream Corp., Schenectady, N. Y.
Leslie E. Keeley Co., Dwight, Ill. (Keeley treatment)
L. B. Laboratories, Los Angeles (hair oil)
Schulze Baking Co., Chicago
C. S. Welch Co., New York (Bathasweet)

AUDISK Corp., San Francisco transcription producer, in August sold 26 quarter-hour episodes of the serial *The Treasure of Lorelei* to the Seattle Fur Exchange, Seattle, Wash., through Milne & Co. Inc., Seattle agency, for reproduction on KFQD, Anchorage, Alaska.

CARLOS F. BORCOSQUE, 2419 Charitan St., Los Angeles, foreign language director for film companies, in August completed arrangements to send to Radio Belgrana, Buenos Aires, a weekly transcribed program of Hollywood film gossip. Talks will be airmailed to be on the air six days after recording.

• • Exclusive • •
JOHN BLAIR & CO.
Station Representatives
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Transcription Clinic

AS A NOVEL departure in service to its clients WSM, Nashville, has notified advertisers and their agencies that it has created a technical committee to check transcription quality. This committee, the announcement said, will "advise and cooperate with advertisers, agencies and recording companies to the end that transcription quality may be generally improved." The plan, WSM stated, is in accord with the efforts of the NAB engineering committee to improve technical quality of transcriptions, and also was prompted by reactions from listeners against inferior transcriptions.

MACGREGOR & SOLLIE Inc., San Francisco transcription producer, is recording a 15-minute 260-episode rural comedy-drama series *Home Folks* written by H. C. Connette, newly appointed production manager. The serial is a sequel to his *Memory Lane* series which was heard over the NBC western division network from San Francisco, for approximately seven years. MacGregor & Sollie is also cutting a quarter-hour 260-program sophisticated comedy *Limousine Lady*.

STANDARD RADIO Inc., Hollywood, has formally opened its new Chicago office at 1512 Lake Michigan Bldg., with Milton M. Blink in charge. Additions to Standard Program Library Service include numbers by Jimmie Grier's orchestra; Gene Austin, vocalist; Jeannie Dunne and Jimmie Tolson, vocal team; Carol Lee, vocalist; Rythm Rascals, male trio, accompanied by Jimmie Grier's orchestra.

KASPER-GORDON STUDIOS Inc., Boston, has released a series of syndicated transcriptions for Christmas toy departments titled *Adventures in Christmastree Grove*. The series is based on promotion which broke all sales records for three large department stores. The 15 quarter-hour programs include merchandising setups including a puppet show, magic whistles, newspaper ads, continuity suggestions and similar helps.

AN ANNUAL meeting of the field managers of Radio Transcription Co. of America was held the last week in August at the new Hollywood plant. Those present included Frank Zambrino, Midwest; J. M. Hayes, East; Jim Carpenter, South and H. D. Ainslee, Pacific Coast. Mr. Zambrino, who has been in San Diego during the summer, will return to resume charge of the Chicago office Sept. 1.

R. U. McINTOSH & ASSOCIATES, Los Angeles transcription studio, in August sold its 65-series *Adventure Bound* to WOOD, Grand Rapids; and 100 of *Bill, Mack and Jimmie* to KIEM, Eureka, Cal., and KTAT, Fort Worth, for sponsorship by Taystee Bread.

WTAL, Tallahassee, Fla., new station, has subscribed to the World Program Service, starting Sept. 1. Manager of the station is Charles L. Boykin, formerly with WFLA-WSUN, Clearwater, with Richard Kingston as program director.

STANDARD RADIO Adv. Co., Hollywood transcription firm, in September will release 100 items by the *Sons of the Pioneers*, KFWB hillbillies. It will not be a part of the Standard Library Service.

SCOTTIE DOWNIE, staff writer for Midwest Broadcasting Co., electrical transcription producers of Minneapolis, has left for a new post in Hollywood, but will continue on the staff of Midwest. He is author of the *Buddy and Ginger* series, a children's program sponsored by Chocolate Products Co., Chicago, over WCCO, Minneapolis, and will continue to write future installments.

SAMUEL J. HENRY, Jr., public relations director of World Broadcasting System, and editor of its house organ *World News*, will be married Sept. 7 to Miss Charlotte Mayo, of Washington, D. C.

New York Disc Concern Awarded FHA Contract To Record New Series

A CONTRACT for production of a series of electrical transcriptions, probably to total five masters and 100 duplicates of each, was awarded by the Federal Housing Administration Aug. 19 to Radio and Film Methods Corp., 101 Park Ave., New York. The company was the lowest bidder of three which filed sealed bids, along with sample recordings. Other bidders were RCA Mfg. Co. and Jean Grombach.

The transcriptions, which went into production in New York Aug. 23, will be used for placement on stations as a part of the FHA radio campaign, and may be employed on public address systems, according to George T. Van der Hoef, chief of the FHA radio section. U. S. Service bands will be featured as the entertainment, along with key speakers.

Radio and Film Methods Corp. is headed by A. Ralph Steinberg, of New York, a pioneer in broadcasting. Mr. Steinberg submitted the bid as president of the company, and explained that it specializes in long-playing records, having accomplished the production of 30-minute transcriptions on a 16-inch disc of 33 1-3 r.p.m. He is associated with Frank L. Dyer, inventor of the talking book for the blind, who holds title of chairman of the corporation, which also produces industrial slide films synchronized with sound.

The corporation has recorded from the air several of President Roosevelt's fireside chats and addresses. Mr. Steinberg, a New York acquaintance of President Roosevelt while he was Governor, is regarded as one of the President's radio advisors. The company is planning to open a Washington office.

THE DAILY quarter-hour of piano music, broadcast over WBBM, Chicago, under the sponsorship of the P. A. Starck Piano Co., Chicago, is broadcast direct from the sponsor's warehouse, each number being played on a different piano.

A TEST THAT *PROVES* PRE-TESTING

Want some facts and figures on what it means to buy a *pre-tested* program? Here they are:

THE PROGRAM . . . WHN Movie Club Broadcast
THE PRODUCT . . . Watkins' Mulsified Cocoanut Oil Shampoo
THE AGENCY . . . . Blackett-Sample-Hummert, Inc.
THE TIME . . . . . Friday — 8 to 9 P.M.
THE RESULT . . Nearly 14,000 responses to a free sample offer on the SECOND sponsored broadcast!

Other PRE-TESTED programs available for sponsorship . . .

Itty-Bitty Kiddy Hour. Slam-bang, uproarious comedy featuring Ward Wilson and Perry Charles in a dizzy burlesque of radio programs. New York is "nuts" about it!
Sunday — 7:30 to 8:00 P.M.

Ed. Lowry's Broadway Melody Hour. Fast-moving variety show by a master showman, presenting the current vaudeville and radio hits of the week. Outstanding radio entertainment. A huge audience.
Monday — 8:00 to 9:30 P.M.

WHN Barn Dances. A pot-pourri of rural and western songs, music, gags and chatter which is pleasing New York plenty! Now breaking records in stage appearances in representative theatres.
Thursday — 9:15 to 10:15 P.M.
Saturday — 9:15 to 10:15 P.M.

M-G-M PICTURES LOEW'S THEATRES

ARS GRATIA ARTIS

WHN
Loew's State Theatre Building
Broadway & 45th Street
NEW YORK
1010 Kc. — 1000 Watts

BUTTE
Center of Population in Montana!

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

RADIO ADVERTISERS

MONARCH METAL WEATHERSTRIP Co., St. Louis, will use radio in a campaign to be started soon through Jimm Daugherty Inc., St. Louis.

JULEP TOBACCO Co., Boston (Julep cigarettes), is placing a test campaign, including radio, through Mark O'Dea & Co., New York.

DETROIT WHITE LEAD WORKS, Detroit (paint) makes up lists in September, including radio. Agency: Erwin, Wasey & Co., Chicago. Appropriation $50,000.

A. H. LEWIS MEDICINE Co., St. Louis (NR tablets, Tuns) makes up lists in September, including radio. Agency: Ruthrauff & Ryan Inc., Chicago.

CONTINENTAL OIL Co., Ponca City, Okla. (Conoco products) makes up lists in September. Agency: Tracy-Locke-Dawson Inc., New York. Appropriation $2,000,000.

GAMBARELLI & DAVITTO, New York (wines), using radio, makes up lists during September. Agency: De Biasi Adv. Agency, New York.

HOOVER Co., Chicago (vacuum cleaners) has placed its account with Burnett Co. Inc., Chicago.

REAL SILK HOSIERY Mills Inc., Indianapolis, has transferred its advertising to Burnett Co. Inc., Chicago.

CENTRAL BREWERIES Inc., E. St. Louis, Ill., is advertising through Beecher Adv. Co., St. Louis.

KELVINATOR Corp. Detroit (refrigerators) has placed its account with Geyer-Cornell & Newell Inc., New York.

C. F. STREIT MFG. Co., Cincinnati (Streit Slumber chairs) has placed its account with Ralph H. Jones Co., Cincinnati.

JOHNSON & JOHNSON, New Brunswick, N. J. (surgical products) is placing its advertising of medicated plasters and industrial tape through Gans Adv. Agency, Newark. Young & Rubicam Inc., New York, handles Red Cross and baby products, with all other products being handled by Ferry-Hanly Adv. Co., New York.

WESTLAKE MFG. Co., Canastota, N. Y., has purchased 26 episodes of *Krausmeyer and Cohen* to introduce their new fuel-saver device. The broadcasts will be heard over WFBL, Syracuse, three times a week, at 10:30 p. m. This company is depending entirely upon radio advertising to introduce their product. Program was sold by Robert Crosier, station salesman.

CLYDE VANDEBURG, radio director of the California Pacific International Exposition, San Diego, in August left for Dallas to be associated with the forthcoming Texas Centennial Exposition there, which will use radio extensively. His place in San Diego was filled by Gary Breckner, chief assistant.

PINAUD Inc., New York (cosmetics) has transferred its advertising to Lord & Thomas, New York.

STALEY SALES Corp., Decatur, Ill. (corn products) is advertising through Gardner Adv. Co., St. Louis.

RADIO will be used in promoting the Cuban and West Indies Exposition the week of Nov. 18 at Hotel Pennsylvania, New York.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

THE BIG 3

WLW CINCINNATI. . . . . The Nation's Station
WGN CHICAGO. . . . . Intensive coverage in 5 States
WOR NEW YORK. Dominating New York and Philadelphia

BECOMES

THE BIG 4

ON SEPTEMBER 29th

AS

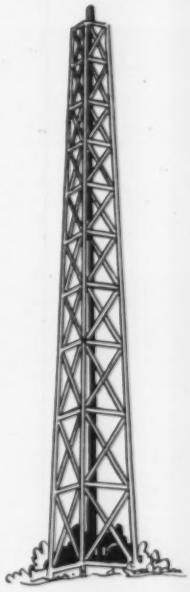
CKLW

SERVING THE GREAT WINDSOR-DETROIT AREA

JOINS THE
MUTUAL BROADCASTING SYSTEM

Effective September 29th, CKLW JOINS THE MUTUAL BROADCASTING SYSTEM, adding new Sales making power to your Advertising Message in the fourth Market!

PRODUCERS!



United Gas Company's

Young Number One well, with a daily potential of 25,000 barrels of high gravity oil is a top notch producer! Located 32 miles from Shreveport and 21 miles from KWKH's 10,000 watt transmitter, this new well marks the discovery of another major oil pool, producing from a depth of more than 6,000 feet in trinity deep sand! Other wells are being drilled! Thousands of acres have been leased! Overnight, 1,100 men were put to work by one oil company! Oil means money! And money means business! Today there's more optimism in the area of one hundred miles surrounding Shreveport than anywhere else in the entire United States!

KWKH, 10,000 WATTS, CBS

is producing sales for an ever growing number of local and national advertisers! Columbia's latest released survey shows that within the combined primary and secondary coverage areas of KWKH live 7,370,806 people; among these are 810,800 radio homes. It shows KWKH as fourth in coverage of CBS stations in the entire South. Within 100 miles there are over 19,000 oil wells — the world's largest oil field — and one of the world's largest consistent payrolls!

Represented By

JOHN BLAIR AND COMPANY

The Shreveport Times Station

SHREVEPORT • LOUISIANA

OUR WOMEN DON'T CHEW TERBACKY!

Practically *all* the 1,000,000 people within real listening range of Station WAVE are *urban* folk—and 32% of them are *city slickers*, living virtually within sight of our downtown Louisville tower! Hence, when you use WAVE, feature cigarettes, or electric appliances, or motor-cars—not snuff, or kerosene, or horse-shoes! You'll get a surprising return from this favorite NBC station.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

AGENCIES AND REPRESENTATIVES

BENTON & BOWLES Inc., New York, has moved into larger offices at 444 Madison Avenue, taking the entire eighth and ninth floors. This is the fourth time in the six years the agency has been in business that larger quarters have been necessary.

FULTON DENT has resigned as radio director of Frank Presbrey Inc., New York.

FRANK KILLINGER, formerly with Screen-Art Poster Co., Oakland, Cal., has joined the Jean Scott Frickelton Adv. Agency, San Francisco, as account executive, and will handle radio along with other accounts.

HOWARD H. WILSON & ASSOCIATES, Chicago station representative, has been changed to Wilson-Dalton since the affiliation of T. W. Dalton, formerly of Pepsodent Co., Chicago.

WHITTIER WELLMAN, former advertising manager of J. C. Millett Co., San Francisco importers and manufacturers, has joined the Sidney Garfinkel Adv. Agency, in that city, as production manager.

RAY WESTOVER, for 15 years in the advertising field serving industrial accounts, has joined the staff of account executives of Jimm Daugherty Inc., St. Louis. He will serve a number of established accounts and represent the agency in solicitation of new business.

WFIL adelphia
Only Philadelphia outlet for N. B. C. Basic Blue Network
560 Kilocycles 1000 Watts

Food Marketing

KGGC, San Francisco, has inaugurated a unique daily feature, the *Housewives Market Guide*. Heard daily at 9 a. m., the broadcast informs dialers what commodities are especially abundant and least expensive on the market that particular day. Heads of all food supply groups in San Francisco are cooperating by phoning KGGC at 8 a. m., and reporting on the supply and demand for perishable commodities. The plan is not only of value to the housewife, who can turn the information into cash savings, but also to the wholesalers in effecting quick distribution of perishable foods. Dr. J. C. Geiger, head of the San Francisco health department, assisted in working out details.

ARTHUR GORDON, formerly of the New York office of William Morris Inc., has joined the Chicago staff as radio business counselor. He will work with agencies in producing programs, forming sales promotion plans, and creating merchandising ideas.

WCOA, Pensacola, Fla., has named E. Katz Special Adv. Agency, New York, as national representative.

WKEU, Griffin, Ga., has named the Aerial Publishing Co., New York, and the Standard Radio Advertising Co., Atlanta, as its national advertising representatives.

LORD & THOMAS moved its Los Angeles office in August from the Chamber of Commerce Bldg. to larger quarters in the Edison Bldg.

LYNN BAKER, Pacific coast manager for the J. Walter Thompson Co., San Francisco, was at the Los Angeles office in August in connection with campaigns for Shell Oil, Kraft cheese and Formay.

GEORGE BISCHOFF, formerly announcer of WOC, Davenport, has joined L. W. Ramsey Co., Davenport and Chicago agency.

ANDERSON HEWITT, formerly with McCann-Erickson Inc., has joined the radio department of J. Stirling Getchell Inc., New York.

ARTHUR BRASHEARS, formerly a copy writer, has been appointed director of publicity for Marschalk & Pratt Inc., New York.

THE Los Angeles office of Emil Brisacher & Staff was incorporated in August with Robert J. Davis as executive vice president in charge. He had been resident manager for the organization the last nine years.

E. J. SHIFFER was apointed production head of the Hillman-Shane Adv. Agency Inc., Los Angeles, late in August and Paul H. Lamport became an account executive at the same time. The majority of Hillman-Shane accounts are in the radio field.

ROBERT E. LUSK and William R. Baker Jr. have been elected vice-presidents of Benton & Bowles Inc., N. Y. Both joined the agency in 1933 and serve as account executives on General Foods accounts. Lucien King, former advertising manager of Goodyear Rubber Co., has resigned to join the new Arthur H. Kudner Inc., agency where he will handle the Goodyear account. Theodore L. Bates, formerly of Batten, Barton, Durstine & Osborn Inc., also has been named a vice president of Benton & Bowles.

Murphy Agency Merges

CARROLL DEAN MURPHY Inc., Chicago, has merged with Erwin, Wasey & Co. of that city with Mr. Murphy becoming vice president and copy chief of the combined agency, which will operate at the Erwin Wasey offices, 230 N. Michigan Ave. Mr. Murphy had been president and treasurer of his agency since 1917 and now becomes an Erwin, Wasey stockholder. Among accounts he brings with him are Acme Card System Co., B. & O. railroad (western divison), American Seal Cap Co., Wilson & Co, and First National Bank of Chicago W. Frank McClure, vice-president of the Murphy agency, will have offices at 35 E. Wacker Drive serving accounts which have been under his personal supervision. The Philadelphia Murphy branch is to be converted into an Erwin, Wasey branch. H. D. Sulcer, vice president of Carroll Dean Murphy Inc., remains with Mr. McClure.

Burnett Accounts

BURNETT Co. Inc., new Chicago agency formed by Leo Burnett, formerly vice president of the Chicago office of Erwin, Wasey & Co., Chicago, has been servicing the following accounts since Aug. 1: Real Silk Hosiery Mills, Indianapolis; Hoover Co., Chicago (vacuum cleaners); Minnesota Valley Canning Co., (Del Maiz products) LeSueur, Minn., and Fine Foods of Canada Ltd., Windsor, Ont. The agency will begin to place Real Silk radio programs and copy Oct. 27, Minnesota Valley copy Dec. 1, and Hoover advertising when the present campaign ends, Jan. 1. De Witt O'Keefe has been appointed vice president in charge of all creative work for the new agency. G. J. Thomas is comptroller and secretary and S. Cary is in charge of service details.

Log Cabin Coming Back

GENERAL FOODS Corp., New York (Log Cabin syrup) will begin a new weekly series over the NBC-WEAF basic network Sept. 25, 10-10:30 p. m. No talent has been picked as yet. Benton & Bowles Inc., New York, is the agency.

America's Most Popular Detective Character, Earl Derr Biggers'

Charlie Chan

Now Available for Broadcasting

All the wit and humor, the mystery, thrills, romance and adventure of this master are vividly dramatized in a manner to appeal to everybody—regardless of age, sex, income. Hailed as one of the greatest script shows ever released.

First broadcast release September 15. Available on 13 week contracts, with option for renewals. 15-minute transcriptions, 3 per week. Recorded by R.C.A. Victor. Unique method of introducing commercials insures audience attention to advertising.

Audition programs (2 for $5) available now. Wire for details (costs, merchandising, promotion, etc.) and territories open.

AMERICAN RADIO FEATURES SYNDICATE
FREDERICK C. DAHLQUIST, *President*
555 South Flower Street, Los Angeles, California

18 HOURS!
Full-time every day in the year.
Only full-time station in Tulsa and northeastern Oklahoma.
KTUL
United Press news. Standard Library Service and N. B. C. "Thesaurus". When it's new it's on KTUL.
TULSA

Compare newspaper cost against time on
KGVO
MISSOULA MONTANA
No other station heard here daytimes. You get an *Exclusive* Audience.

APPLAUSE AND AIR AUDIENCES

The Studio Lookers-on Greet Each Number—"So What", Says a Spokesman for the Loudspeakerites

By LEO P. BOTT Jr.
Advertising and Merchandising
Atlanta

A QUESTION for radio advertisers! What is my status as a listener? Have I a choice seat in the orchestra or am I merely one of the gallery and thankful I can at least hear the show? Aren't radio performers, announcers, advertisers and their agencies not making a grave mistake by playing up to a mere handful of people, in comparison, in the studios, instead of to the millions of listeners scattered throughout the land? I contend that they are.

Considering myself now as a listener and prospect for the goods advertised I don't like to be made to feel I'm second fiddle. After all, the millions are making it possible to continue the broadcasts by their purchase and not the few New York people, or visitors, who get free tickets to see and hear the broadcast in the studio.

So considering the premise that the show is for me (speaking for the millions in the unseen audience), then let me decide whether or not I like your music or your jokes. You don't have to applaud for me! I can judge for myself and I know of many others who likewise resent the belittling of our intelligence or our appreciation of music or comedy.

Joke; Applause

FIRST of all, the Mary Browns, Henry Smiths, the families of Jones scattered far from the Manhattan or the other studios and scores of thousands more who actually buy your coffee or apply your salve, don't fully understand why there is so much applause without a definite reason. The announcer raises his voice and introduces "Joe Penner", for example, and there is an outburst of applause. Why? Where did it come from? (Remember there are millions who have never seen a studio.) They are beginning to wonder if the people are planted there to bolster up the pseudo-popularity of the performers by incessant clapping or maybe the actors are giving themselves applause. It's on the borderline of hokum.

A few minutes later a joke is given—it may be terrible — but again, applause. Another touch of humor and even before I can laugh or smile, the applause has beat me to it. Because I hear laughter I am supposed to think it funny, regardless, and laugh too. But I don't!

Meanwhile after each joke or presumptious bit of humor I must wait a minute or two while others roar with laughter—and oddly I have recognized the same certain laughs in different programs. Now I suspect there are professional laughterites and ovators in the audience and I certainly don't like that.

The only general exceptions to the applause feature that are not objectionable in my opinion, are in amateur programs where it shows the reaction of those known to be attending, and also where an audience is supposed to be the fictitious audience in the play. Even then I think the directors play too much for applause and bore the millions of listeners with those minutes of meaningless humdrum. Another thing — take Jack Benny's program. There's a laugh after every joke or remark—even it seems, by the performers themselves. That detracts considerably. A good humorist doesn't laugh at his own jokes.

And while on the subject I also consider it a weakness that there is too much self-laudation of players on the advertiser's time (*as well as the listeners'*) and to his ultimate expense. "This is Joe Zilch announcing" (Do the millions care?). "I am making a picture in Hollywood" (Free puffs for the movie producer). "Today is Mary's Birthday". (Followed by presentation of gift. Applause. Words of Thanks. Applause.) So what? And the small stations follow suit.

Mackay-Spaulding Formed

H. E. LESAN ADV. AGENCY, in business for 34 years in New York, on Sept. 1 is to change the firm name to Mackay-Spaulding Inc. Control of the firm, since the death of Harry Lesan in 1932 and of Francis H. Sisson in 1933, has been held by James Mackay who now becomes president, Howard E. Spaulding who becomes vice president, and Eugene W. Spaulding, who becomes secretary. F. J. Coleman is treasurer. Offices will be in the Graybar Bldg.

Fletcher Sells Interest

SHERMAN K. ELLIS succeeds Frank Fletcher as president of Fletcher & Ellis Inc., New York, agency, Mr. Fletcher having sold his interest although continuing with the firm as an advertising counsel. Richard Barrett, manager of the Chicago office, and Charles E. Staudinger, of New York, have been elected vice presidents and directors. Arthur Munn remains with the firm as vice president. There will be no change in the firm's name.

30 MINUTES ON
KFRO
VOICE OF LONGVIEW
Pulled 1200 Replies
For
LeSage Chevrolet
Longview, Texas
Let us Produce for You
KFRO
"Voice of Longview"
Longview, Texas

WXYZ
JOINS THE
NATIONAL
BROADCASTING
COMPANY
BLUE NETWORK
SEPT. 29TH
IMPORTANT NOTE:
WXYZ will continue the operation of the Michigan Radio Network as key station — presenting a full time schedule of sustaining and commercial programs. Many sustaining NBC programs will be carried over member stations.
KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
300 MADISON THEATRE BLDG., DETROIT
WM. G. RAMBEAU CO., Representatives
HOME OFFICES: Tribune Tower, Chicago
Eastern Office
507 CHANIN BLDG.
New York
Earl Bachman, Mgr.
Western Office
RUSS BUILDING
San Francisco
Douglas A. Nowell, Mgr.

WOKO
BASIC
COLUMBIA
OUTLET
COVERS
Albany
Troy
Schenectady
Approximately
½ Million
Coverage

Now booming as a result of high gold and silver prices . . .

KDYL

an NBC Station IN SALT LAKE CITY

Representatives:

JOHN BLAIR & COMPANY

New York
Chicago
San Francisco
Los Angeles
Detroit

PROGRAM NOTES

"THE WEAVER of Tales" by Lee-Muiron Rousseau, a book of short stories and dramatic vignettes from life, which was published last spring, (Lions Press, New York; $2.50) is proving to be a success on WHN, New York. The author, who has written four other published works, prepares the scripts himself and acts the title role in the ether dramatizations. So popular has the series become, in its 15th week on WHN, that the program is now being recorded for transcription syndication.

TO ASSIST Chicagoans returning to the city after a week-end in the country, WBBM, Chicago, has started a series of Sunday evening reports on traffic conditions on all highways leading into the city. Broadcast from 7:30 to 7:40 p. m. each Sunday, the programs are interviews with Herbert H. Burns, chief of Cook County highway police, immediately following his inspection of traffic conditions from the air.

INMATES of the New York State Reformatory at Elmira broadcast a half-hour variety program weekly on WESG, Elmira, N. Y. Officials of the institution furnished remote control equipment.

TO SOLVE the problem of requests for trivial announcements, George Earle Wilson, program director of KWTO-KGBX, Springfield, Mo., has started *The Chatterbox*, daily quarter-hour feature.

BUTTE
Largest City in Montana!

Copyright Irony

NEWEST member of the NAB is the Society of European Stage Authors & Composers which, on Aug. 8 submitted to James W. Baldwin, managing director, a check for $250 covering payment of one year's dues in advance, together with an application filled out for associate membership. Some irony attaches to this action since SESAC is one of the copyright organizations with which stations have been in conflict. The application is subject to approval of the NAB board which has not yet scheduled its next meeting. Meanwhile SESAC is accorded all the associate membership privileges.

WOC, Davenport, combined public service and the commercial side of radio in its broadcasts from the Mississippi Valley Exposition and Fair. A network of lines at the scene permitted pickups of special events of all types, with time being sold in five, ten and 15-minute periods. Some unsponsored periods were filled with spot announcements. Special days were dedicated to cities, conforming to the fair program. The broadcasts were credited with helping to double fair attendance over last year.

FOUR bus rides are offered each week on the *Spelling Bee* broadcast on KTAT, Fort Worth, by Bowen Motor Coaches, of that city. The program is dramatized, with commercials introduced by an appropriate word put to Merle Tucker, announcer. The word, such as "transportation" or "comfort" is spelled by Tucker, who then goes into a pointed description for the sponsor.

"AMONG My Souvenirs", weekly quarter-hour sustainer from KHJ, Los Angeles, to stations of the Don Lee-CBS network, late in August, was increased to 30 minutes. Ted Bliss, chief announcer of KHJ, writes the script with True Boardman announcing the program.

KSFO, San Francisco, receives large numbers of entries in its *Amateur Song Writers* program, with possible winners of the contest aired weekly. The winning song is announced after five weeks and is published by Cross & Winge Inc., who give the writers their regular contract. A contest is completed every five weeks.

KQV, Pittsburgh, on Aug. 19 started *For Women Only*, with Maxine Allen, radio and newspaper woman from Kansas City and St. Louis, as mistress of ceremonies. Instead of household hints, child welfare talks and style chatter Miss Allen entertains with the aid of orchestra and guests.

COMMUNITY CREDIT, Portland, Ore., loan company, after a three-week absence, has returned to KGW-KEX, Portland, for another year of *Homicide Squad*, weekly half-hour crime dramatizations based on police records. The sponsor supplies tickets to the broadcast on application at its office. The grim atmosphere of the plays is offset with humor in the form of arguments between two of the characters.

AL BARKER, of the NBC Chicago continuity staff, has written *Shoestring Castle*, a radio serial dealing with the housing difficulties of a young couple which is now broadcast five mornings a week over WENR, Chicago, under the auspices of the Chicago Association of Better Housing Committees.

DAILY activities of Portland, Ore., police are aired by KEX, that city, in a program titled *Police Radio News* broadcast six days weekly at 11 p. m. Police officials are interviewed frequently and the chief of police, Harry M. Niles, is a frequent commentator.

THE CBS *Church of the Air* series goes into its fifth year Sept. 1. In that period 240 representatives of religious thought have broadcast.

THREE feature programs on KSD, St Louis, *Romance in the Air*, *Rhythm and Sweet Melodies*, and *Paulette and Renee* are now on wax for auditioning convenience. Transcribing done at Dalzell Sound Studios, St. Louis.

WKEU, Griffin, Ga., has subscribed to Transradio Press Service, getting service both from Atlanta and Macon by teletype. It broadcasts seven news periods daily.

WFBL, Syracuse, N. Y., has started *Program Previews* Saturday evenings, giving sample programs of a series available to prospective sponsors. A salesman contacts merchant prospects prior to the program, and afterwards.

Summer's Here and Fall is Close Behind

BEFORE many days have passed desirable radio time will be at a premium because of the coming avalanche of fall and winter schedules.

Wise advertisers are placing their business now . . . braving the summer heat to assure their programs choice positions during the profitable season.

WHAS

Owned and operated by
The Courier-Journal and The Louisville Times

50,000 WATTS
NATIONALLY CLEARED CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WJAY

Cleveland
610 Kilocycles

An Independent Station with
BIG Coverage
in Ohio

WANT ADS THAT PAY
WABY Finds Classified Series Brings a Nice Profit

TWICE daily WABY, Albany, N. Y., broadcasts its *Classified Radio Advertising Program* duplicating the classified pages of newspapers, with comparable rates. Although the rates are low, the station receives several times the established card rates for the two daily quarter hours, since some 75 to 100 six and 12- word announcements are read in each period.

For newspaper listings the program is described as *Bargain Moments*. The program opens with announcer saying "Here go the presses!" A 10-second roar of presses fades into a newsboy shouting "Hear all about WABY's classified radio advertising." The announcer then describes the program and suggests that listeners get pencil and paper ready. They are reminded that the station will read particular announcements back on the telephone. The press roar and newsboy call complete the program.

Change in Jell-O Plans

GENERAL FOODS Corp., N. Y. (Jello-O) will return Jack Benny to the Sunday night NBC spot Sept. 29, three weeks later than the original schedule, the Certo program having been extended for the three weeks. Talent will include Johnny Green's orchestra and Michael Bartlett, tenor. Young & Rubicam Inc., New York, handles the Jell-O account.

THE ODDS ARE

3 to 1

IN YOUR FAVOR

Spending power of Memphis and trade area of 2,196,212 is 33% above Nation's average. National advertisers — note Dep't of Commerce survey (July 31). Memphis *ahead* of Atlanta, Richmond, Birmingham and New Orleans in *both retail and wholesale trade activity.*

How To Win

Use WNBR — favorite of the Mid-South. WNBR *does* offer more complete coverage for your dollar — remarkably low rates—a regular, faithful audience because of its consistently "local-interest" programs—(ball games, local news, Trans-Radio, visiting BIG bands, most popular local amateur hour, civic events, etc.) Reserve choice spots NOW.

WNBR

Memphis Broadcasting Co.

MEMPHIS, TENN.

Stratosphere Bust

KFOR, Lincoln, Neb., inspired by the collapse of the National Geographic Society balloon, staged a "stratosphere bust" of its own on its *Man on the Street* program. With a big crowd around, Emmerson Smith and Foster May, who handle the program for the O'Shea Rogers Motor Co., made phony weather observations waiting for the take-off of a hydrogen-filled weather test balloon, which had prize coupons in the gondola. A good corn weather sun exploded the balloon, the crowd was tickled, coupons were scattered, and the flight was a huge success.

D L & W on Two Networks

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York, (Blue Coal) will begin its radio campaign on a CBS network Sept. 30, and on an NBC-WEAF network Oct. 1. The two programs will be heard only in the Middle Atlantic states. Contracts are for 26 weeks. The NBC show will be broadcast three times a week on Tuesday, Wednesday and Thursday, 11:15-30 a. m. The CBS program will be broadcast on Monday and Wednesday, 6:30-55 p. m. Jack and Loretta Clemens will be the talent on the NBC show, to be entitled *Studio Seven*. The title of the CBS show will be *Danish Voices*. Ruthrauff & Ryan Inc., New York, is the agency.

Radio Dealer Series

STEWART-WARNER Corp., Chicago (Ferrodyne and Craft-built radios) has recorded a series of 15-minute transcriptions in the Chicago studios of WBS to be made available for local dealer campaigns. Program is titled *The All Star Radio Roundup*. Blackett-Sample-Hummert Inc., Chicago, is the Stewart-Warner agency.

Harmonica Spots

M. HOHNER Inc., New York (harmonicas & accordions) is using a 13-week series of 15-minute transcriptions over a few stations in the West. Atherton & Currier Inc., New York, is the agency.

WTMV

in the

ST. LOUIS AREA

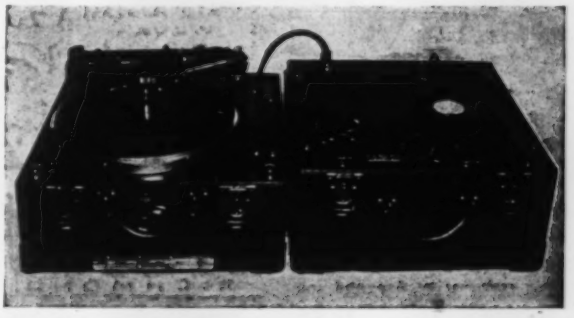
OVER NINETY CONTRACTS

in the first

NINETY DAYS

A NEW STATION WITH A NEW STORY

PRESTO INSTANTANEOUS RECORDER



Large—bulky—unwieldy apparatus. Tolerated in the days of radio's infancy—Obsolete in this age of modern broadcasting.

Today — the trend is to flexible equipment. Equipment that can be used for more than one purpose. Equipment that reduces the initial expense—that quickly amortizes the original investment.

The "PRESTO" UNIVERSAL INSTANT RECORDER is constructed to meet the requirements of modern broadcasting. Sturdily built with all the quality characteristics required for high fidelity reproduction—flat from 30 to 15,000 cycles within ± 1.5 db—the "Recorder" can be carried from position to position without fear of damage to the delicate apparatus.

Portable—the Presto Recorder is built scientifically for compactness as the design of the airplane and submarine. *One man can carry the complete unit.*

Flexible—sturdy and compact of structure—simplified manipulation—*only two controls for operation*, and a price consistent with quality merchandise—but well within the reach of the broadcasting station and electrical transcription laboratory budget. The "Presto Instant Recorder" fills countless jobs around the studio which otherwise would require expensive installation and equipment.

Presto manufactures the famous chemically coated discs that have revolutionized instantaneous recording.

EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

Consult our engineering department on your particular requirements — Engineering consultation and advice gladly supplied with no obligation to you.

PRESTO

RECORDING CORPORATION

139 West 19th Street, New York, N. Y.

CONSIDER-

Mr. Advertiser:

Northern New Jersey

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of

Boston
St. Louis
Pittsburgh

all put together.

Now WAAT exclusively caters to that local community pride and furnishes the local color that sells! . . .

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at the one time! . . . WAAT has its own large and loyal audience that can be made profitable for *you*.

WE HAVE THE FACTS!

For instance, take:

CASE HISTORY #7

Nationally-known packers of Bottled Fruit Juice—offered menu chart—limited one to a family. Only 2,000 charts were made available for distribution—yet eight, two minute "plugs" brought 2,157 letters containing labels from his product.

CASE HISTORY #12

Manufacturer of hair preparation received 1,850 requests for Booklet on care of the hair—after twelve, one minute "plugs". Close follow up on one thousand listeners who received booklet, showed 535 had purchased his product—390 intended to purchase—29 couldn't afford it—46 did not respond to follow up.

CASE HISTORY #19

Local retailer with seven stores, using WAAT exclusively, showed $30,000 gross increase in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

940 KC
WAAT

Jersey City, Northern New Jersey

Radio Untouched By Congress

(Continued from page 9)

19 to Chairman Dickstein (D.) New York, of the House Immigration and Naturalization Committee. The measure failed of enactment and goes over to the next session.

A variety of measures designed to restrict certain types of advertising and programs over the air were introduced, and did not even get committee consideration. The most significant is the Capper Bill (S-541) introduced Jan. 8 by Senator Capper (R.) Kansas, to prohibit the advertising of intoxicating liquors in interstate commerce, including broadcasting. A companion measure (HR-8404) was introduced in the Senate June 7 by Rep. Culkin (R.) New York, who previously had assailed Ben Bernie because of his paraphase of Lincoln's Gettysburg address during one of his Pabst Blue Ribbon broadcasts and in which he advertised his sponsor's beer and malt products.

Foreign Broadcasts

AS AN OUTGROWTH of the now-famous Mexican broadcast over NBC last spring in which an allegedly lascivious poem was broadcast in Spanish identical bills were introduced in both houses during July to amend the Communcations Act by requiring all stations to have the State Department approve all programs broadcast by or for a foreign government. In the Senate, the measure was introduced by Senator Walsh (D.) Mass., while the companion House measure was introduced by Rep. McKeough (D.) Ill. After this broadcast a delegation of Congressmen protested to the FCC and asked that the licenses of all NBC stations which carried the program be cancelled because of it. An investigation was demanded,

Another measure which would affect acceptance by broadcasters of certain kinds of banking and loan programs was that (HR-3252) introduced Jan. 8 by Rep. Sauthoff, Progressive, Wisconsin, to prohibit the use of the mails, periodicals and broadcasting stations to the advertising of loans for which interest in excess of 15% a year is charged and providing a fine of not less than $50 or more than $2,000 or imprisonment for not more than one year, or both, for violations. A hearing was held on this measure on March 8 but it was never reported out of committee.

Also introduced early in the session was a bill by Rep. Buckbee (R.) Illinois, to prohibit untrue, deceptive, or misleading advertising through the mails or in interstate or foreign commerce. Referred to the Interstate and Foreign Commerce Committee, it has nestled there without any action whatever.

Legislative efforts to have the Davis Amendment to the original Radio Act (now a part of the Communications Act) repealed, failed during the session. Upon recommendation of the FCC, made in its report to Congress early in the year, Chairman Wheeler (D.) Montana, of the Senate Interstate Commerce Committee, introduced on March 13 a bill (S-2243) to repeal this amendment and allow the FCC to allocate facilities under the terms of the old law. The Davis Amendment prescribes that facilities shall be allocated equally among the five radio zones, and equitably among the states in each zone, according to population. As revised the FCC would make such allocations "as to provide an equitable distribution of radio service" to the states and communities.

If the Davis amendment is repealed, the quota unit system adopted by the former Radio Commission to measure the distribution of facilities also would be scrapped, and the way would be opened, in the FCC's discretion, for the assignment of additional facilities where it proved technically feasible without regard to the quota, heretofore a decidedly limiting factor even though the yardstick has not been rigidly applied.

Losers Would Pay Costs

A MEASURE which won spontaneous support from broadcasting stations but which has never gotten out of committee is the Neely Bill (S-820), introduced Jan. 10 by Senator Neely (D.) West Virginia, providing that losing applicants in contests before the FCC over existing radio stations pay full costs of proceedings. As now constituted, the law permits any individual or organization to attack any existing licensee by applying for his facilities, however futile his case may be, and the licensee must defend himself at substantial cost.

Also pending before the Senate Interstate Commerce Committee are petitions presented by Senators Borah (R.) Idaho, Davis (R.) Pennsylvania, Thomas (D.) Utah, Bone (D.) Washington, Copeland

"Plug" Kendrick says:

"Merchandising? Ask our local retailers about the follow-through cooperation* of . . . . WIRE"

*Voluntary testimony on request

FORMERLY WKBF IN INDIANAPOLIS

D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.

Affiliated NBC Station

National Advertising Representatives:

PAUL H. RAYMER CO., New York — Chicago — San Francisco

WWNC
ASHEVILLE, N. C.
Western North Carolina's Only Radio Station

Ask 'Em for Our Story!

in NEW YORK:-
HIBBARD AYER
350 Madison Avenue

in CHICAGO:-
FURGASON & ASTON
100 N. LaSalle Street

Full Time NBC Affiliate 1,000 Watts

(D.) New York, and Tydings (D.) Maryland, requesting the publication of testimony at FCC hearings on broadcast stations at government expense.

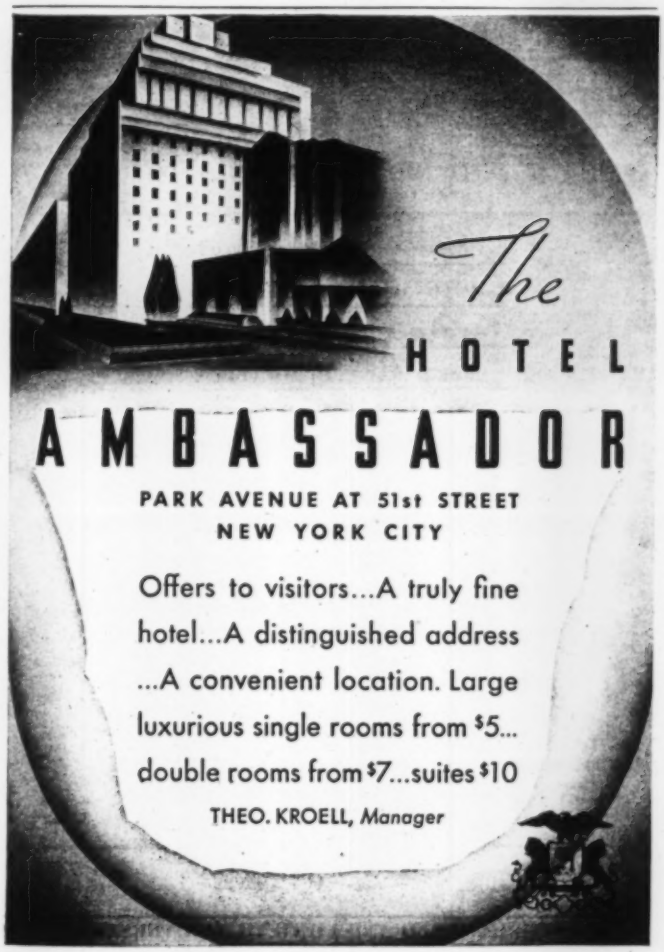
The first amendment proposed by Mr. Scott (H. R. 9230), which along with its companion bills was referred to the Interstate and Foreign Commerce Committee, proposed that each station licensee be required to set aside regular and definite periods at desirable times for "uncensored discussion on a non-profit basis of public social, political and economic problems, and for educational purposes." Under it the licensing authority would be ordered to set up an "advisory committee" of representative citizens. There would be no censorship and station licensees would not be subject to liability for any remarks made on these broadcasts.

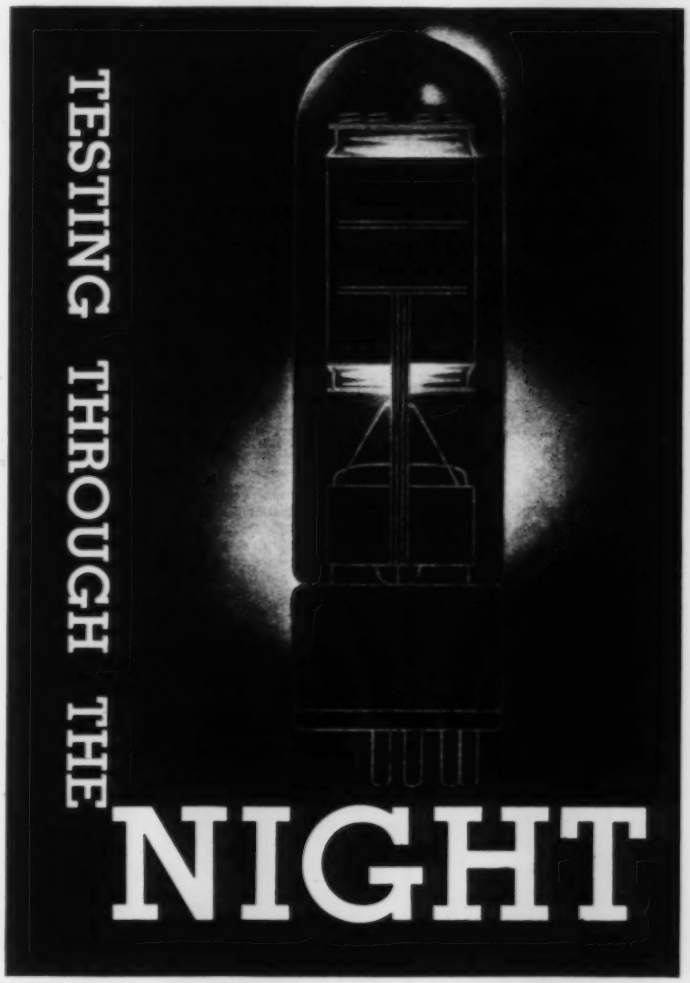
In his explanation Mr. Scott declared the present political section is "unsatisfactory". He attacked commercial broadcasting stations for refusing to accept political broadcasts "with the growth of profitable advertising." Under his proposed amendment he said the American system of private ownership, control profit and responsibility would be continued except that during periods reserved for public discussion there would be no revenue to the station and no responsibility by the station to the Commission or the public.

Mr. Scott's second bill (H. R. 9231) would provide that each licensee keep complete and accurate records open to reasonable public inspection of all applications for time, of all rejected applications and the reasons, of all additions and changes requested in arranged programs on public, social, political and economic issues and on educational subjects, and of interference with and substitution of programs on these subjects. This, he said "represents a further attempt to limit censorship by network companies and by station owners."

As his third bill (H. R. 9229) Mr. Scott proposed deletion of the anti-censorship program of the existing law (Section 326) and substitution for it of a section which he said would clarify the provision by adding language which will expressly protect station owners against actions, civil or criminal, in the state and Federal courts for broadcasts on public questions." The suggested addition, he said "will put an end to the danger of punitive action against the networks and stations and thus obviate the necessity for editorial treatment of public discussion. It will not, of course, free the speaker himself from responsibility for his remarks."

The resoluton (H. Res. 370) offered by Mr. Scott, is particularly far reaching. Briefly it would provide that the President set up a "Broadcasting Research Commission," headed by a chairman at $15,000 per year, "to investigate the industry and the proposals of outside groups and to lay down a policy and program for the future."


The
HOTEL
AMBASSADOR
PARK AVENUE AT 51st STREET
NEW YORK CITY
Offers to visitors...A truly fine hotel...A distinguished address ...A convenient location. Large luxurious single rooms from $5... double rooms from $7...suites $10
THEO. KROELL, Manager



WHEN the last dance band goes off the air at night, telephone men on network service start the job of getting ready for another day. General maintenance comes first. Amplifier tube tests. Line noise measurements.

This done, each control office measures volume and frequency transmission in its own section. Spare program circuits are similarly tested. Then headquarters transmits testing power at various frequencies over the entire network. Terminals and intermediate offices measure received power and report. Adjustments are made as necessary, all through the night.

Fifteen minutes before the new day's first broadcast, a test program is fed through the network. And by the time music begins for the opening programs, every station has reported "ALL OK" on both quality and volume of reception.

This careful, continuous checking is typical of the 24-hours-a-day teamwork between two great industries—a teamwork in which 74,000 miles of telephone wire and nearly $20,000,000 of special telephone equipment help to make possible the miracle of modern broadcasting.

IF WE HAD A TWO-PAGE SPREAD

it would all boil down to this . . .

Our off-the-air recordings and Electrical Transcriptions that we produce under Dyer patents (Frank L. Dyer, creator of long-playing Talking Books for the blind, for which Congress appropriated $250,000) are the best in America.

●

RADIO AND FILM METHODS CORP.

101 PARK AVENUE
NEW YORK, N. Y.

WASHINGTON, D. C., OFFICE
NATIONAL PRESS BLDG.

FRANK L. DYER • Chairman-of-the-Board
A. RALPH STEINBERG • President

P. S.
SOUND SLIDE FILM PRODUCTIONS, TOO.

STUDIO NOTES

AFTER a dozen years at one site, WCAE, Pittsburgh, has opened elaborate studios occupying the three top floors of the William Penn Hotel, 11,000 feet of floor space in all. Decision to move was made by Manager Ford Billings when the station was granted an increase to 5 kw. While moving equipment, Harry Bixbee Sr., chief engineer, installed remote apparatus in the old studios. Dedicatory ceremonies are planned. Joe Sartory, WCAE sports commentator, recalls that WCAE took the air in 1922 the first sound effect attempted was simultation of a dirigible by pressing cardboard against an electric fan. Also he recalls the time the station was blasted off the air when an actor snapped his fingers too close to the "mike", as well as the time a bass drummer did the same thing by swinging too hard on his instrument.

WFBL, Syracuse, capitalizes on its tie-up with the New York State Fair for merchandising value. A large display room is built adjacent to the station's studios in one of the main buildings at the Fair to display pictures of CBS and local radio artists. The studios are built with one entire wall of glass so that visitors to the Fair may watch broadcasts as they go on the air, and local artists are employed during Fair Week to keep continual entertainment going during the network programs. This year, Robert Soule, of WFBL, has worked out a band contest with the State Fair Commission that is to stimulate interest throughout the entire state. Bands from all parts of the state have been entered and cash and trophy prizes offered.

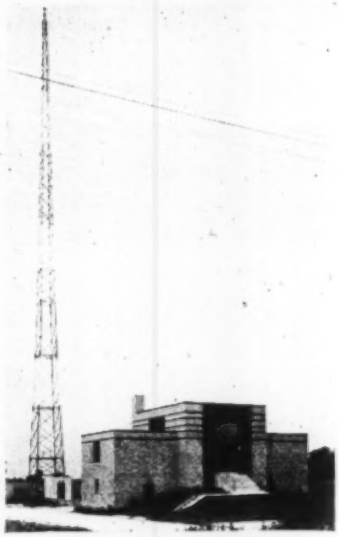
A NEW POLICY adopted by KMOX is announced by J. L. Van Volkenburg, president of the station. Laxative advertisements or other products including laxatives will be excluded. The policy also excludes the discussion of depilatories, deodorants and other broadcasting which, by its nature, presents questions of good taste in radio listening. Children's programs will be carefully edited so that the exalting of gangsters, criminals and racketeers, disrespect for either parent, cruelty, greed, selfishness and dishonesty will be entirely avoided.

KTSM, El Paso, observed its sixth anniversary Aug. 23 with a special broadcast. Karl O. Wyler, who started in with the station as program director and announcer but who is now station director, acted as master of ceremonies. In the six years the staff has grown from three to 12 and the floor space from a single room to the present quarters on the roof of the Hotel Paso del Norte and office space on the ninth floor.

WFAA, Dallas, on Aug. 15 announced increases in rates varying from 7 to 20% to become effective Sept. 15. Martin Campbell, WFAA manager, said the rate revision is designed to bring the costs of the station's facilities more closely in line with the service provided, and also took into account the NBC rate increases of several months ago.

WGAR, Cleveland, has announced increases in rates, effective Sept. 1. Rates for program periods from five minutes to one hour have been boosted 14% during certain periods and a fourth schedule has been added. Announcements for all periods have been increased by approximately 23%.

BUTTE
The Largest Payroll in the Rockies!



WSPD's New Transmitter

AN expenditure of nearly $60,000 is represented in the new 5 kw. transmitter of WSPD, Toledo, which went into operation Aug. 20. It is a Western Electric Model D-96847 and is high-fidelity throughout. The transmitter is coupled to a Blaw-Knox vertical 3/8 wave self-supporting radiator 204 feet high. The site in East Toledo was chosen by Jansky and Bailey and former "dead spots" of the old transmitter on the Commodore Perry hotel have been eliminated. Studios and offices remain in the hotel, although some changes are planned in both studios and control room.

OVER 200

New contracts were signed during the first ten days of July.

We modestly suggest that national accounts make early reservations for five and fifteen minute spots —The price is right—we believe the demand will be great.

WMEX

1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

FIVE STAR FINAL
in Railway Transportation

★ Genuine air-conditioning
★ Radio-equipped Lounge Cars
★ Tavern Dining Cars
★ "Sleep Like a Kitten"
★ "Arrive Fresh as a Daisy"

THE GEORGE WASHINGTON
The most wonderful train in the world
THE SPORTSMAN • THE F. F. V.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it!

George Washington's Railroad
CHESAPEAKE and OHIO Lines
Original Predecessor Company Founded by George Washington in 1785

1785 - ONE HUNDRED AND FIFTIETH ANNIVERSARY - 1935

Activities in Ultra-High Bands Continue on Experiment Basis

FCC Finds Definite Progress Has Been Made but Not Enough to Warrant Commercial Allocations

OPENING of the ultra-high frequencies for commercial pursuits, including broadcasting, television and facsimile, is at least a year away, the FCC disclosed Aug. 22 in announcing that the licenses of the 991 experimenters in the bands above 30,000 kc. had been extended until Oct. 1, 1936, on a purely experimental basis.

Despite definite progress made toward harnessing of these frequencies in the spectrum that is destined to become the center of many kinds of radio communications, the FCC held that available material is not sufficient to warrant an allocation to commercial services. It asked all experimenters to intensify their efforts in the hope that the experimental restriction may be lifted by next year.

Additional Research

IN A LETTER to all experimental licensees, Herbert L. Pettey, FCC secretary, notified them of the decision. Attached was a memorandum from the Engineering Department telling of the status of the experimentation and the additional information required before steps toward lifting of the commercial restrictions could be taken. Among the services now operating experimentally in the range from 30,000 to about 500,000 kc. are: Aviation, municipal police, state police, broadcast pickup, broadcast, visual broadcast, special emergency, geophysical, a proposed service for railroads for maintenance of communication between engine and caboose and for train dispatching, a proposed service for forestry, fixed public and public coastal, fixed public press, and coastal and ship harbor.

The conclusion reached by the Engineering Department was that the "data at hand are still believed to be insufficient to permit an equitable distribution of the frequencies to radio services for commercial use at this time." Its purpose in issuing the statement on the status of the experimentation, it said, was to explain the need for the material and to outline briefly the kind of data sought. The statement covered need for various sorts of technical information, together with data on the availability of receivers for reception both of broadcast and visual broadcast transmissions.

In the following paragraphs, the FCC gave its appraisal of the ultra-high frequency problem:

"The Commission appreciates the desirability of allocating all or a part of the ultra-high frequencies for commercial use as soon as this can be done in such manner as to best meet the needs of all services. Such would probably release frequencies in the lower frequency bands, thereby relieving the congestion which now exists in some services, thus increasing the efficiency of these services. It would in all probability also provide many new services by reason of which the public would receive many benefits.

"On the other hand, the deleterious effects of an allocation prematurely made are apparent. The allocation must be based on a firm foundation of engineering facts, in order that it may stand the test of time. There should be no necessity—if such can possibly be avoided—for revision of the plan at some later date, requiring shifts of the frequencies among the services and consequent redesign or replacement of equipment. Such would retard rather than accelerate the progress of the radio communication art.

"In order to avoid such contingency it has been the Commission's policy to proceed with caution and to strictly maintain the experimental status of the frequencies until such time as the requisite information becomes available. At the same time it has also been the policy to encourage all experimental licensees in their efforts to find practical applications for the frequencies, to the end that the desired information may be brought forth as soon as possible."

Financiers to Meet

PLANS to revive proposals made for several years that the American Bankers Association sponsor a cooperative educational program will be brought up at the annual conventon of the Financial Advertisers Association, to meet Sept. 9-11 at Atlantic City. A subject of discussion will be "How to Sell the Public on Banks", with radio scheduled to figure prominently. ABA recently started a copy service for member banks. Among speakers will be G. Munro Hubbard, president of Doremus & Co., New York agency, and Wilfred W. Fry, president of N. W. Ayer & Son Inc., Philadelphia. Robert Sparks of Bowery Savings Bank, New York, vice president of FAA, is expected to be chosen as president.

WELCOME HOME — Lambdin Kay, general manager of WSB, Atlanta, presents Pat Padget (Molasses of Molasses 'n' January) with the key to Atlanta, his home town, as the comedian returns for a visit. Ernest Rogers, radio editor of the Atlanta Journal is reading a letter from Mayor James L. Key. Standing in rear, left to right, are Martin Luther, brother-in-law of Molasses, and O. B. Keeler, Journal columnist, who participated in a round-table interview.

NIB Meeting Set

A MEETING of officers of National Independent Broadcasters Inc., independent station organization formed for national business purposes at the NAB convention last July, will be held in Washington shortly to consider concrete plans for setting up a tangible organization, according to word received Aug. 23 from Edward A. Allen, WLVA, Lynchburg, Va., its president. Mr. Allen reported that good progress was being made and that preliminary plans are well along.

NORFOLK, VIRGINIA
COMPLETE NBC SERVICE
EDWARD PETRY & CO. National Representatives
WTAR

Sell The Southwest with SBS
Twelve Major Stations for Twelve Major Markets!
SOUTHWEST BROADCASTING SYSTEM
General Office — Fort Worth

WFBL
INTERNATIONAL NEWS SERVICE
Available for Sponsorship
In five minute spots several times daily . . . also one 15 minute period edited primarily for women, at 3:30 P. M.
RADIO SALES, Inc.
National Representatives
SYRACUSE, NEW YORK

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

WMBG
CBS
Outlet in
RICHMOND
•
Annual Payroll
in Richmond
$50,000,000
•
41,280 or 92.2%
of Homes
Radio Equipped
•
Increase your sales
AT LOW COST
by using
WMBG
•
Representatives
NEW YORK
Hibbard Ayer
CHICAGO
Furgason & Aston

Does Radio Need Shot in Arm?

(Continued from page 7)

kind certainly could more profitably be spent releasing a program featuring some noted scientist, economist or public figure who might perhaps be able to explain to us how we are going to buy food and clothes next winter. Radio should discontinue making itself ridiculous in the eyes of the very people it is trying to impress.

When Television Comes

THE ADVENT of television unquestionably will bring with it new types of programs and supply a decided stimulus to the broadcasting industry. It will suffer the growing pains of the "crystal set" era but once in full force offers many attractive possibilities for entertainment, education and sales.

The first television releases will, in all probability, originate from regular motion picture film with sound track. As the art and facilities develop the picture and sound will be picked up and broadcast direct from the scene of action. Present methods of disseminating news and pictures will be obsolete.

"How will television affect radio advertising?" is a question being asked more frequently. Projecting ourselves into the future we can see, for example, a women's dress shop making a silent film of several of their dresses and supplementing this with a sound track containing a description of the dresses. This is broadcast by television into the home and Mrs. Jones can see and hear a full description of the dresses without leaving the house. This would be far more effective than art work or the printed word in newspapers.

A washing machine or vacuum cleaner distributor could demonstrate via television the particular merits of his products right in the home. An automobile manufacturer could do the same, and so on down the line. The nice part about it for the housewife is that she can gather her information and make her choice without an urging salesman at her elbow. Her television screen would become an animated billboard bringing her not only actual demonstrations of fashions and labor saving devices, but athletic events, social and welfare gatherings, current events, and all the things that now bid for attention through the ear.

It therefore appears logical to predict that television will attain for radio what sound pictures did for the picture industry. It is the next big milestone for radio. But we cannot afford to wait for television (which is yet a good way off). We must profit by the experience of the picture industry, and not let any grass grow under our feet.

For in the meantime radio's dual responsibility is increasing with each passing day. Not only must it keep up a high standard of entertainment (for the listener) and sales value (for the advertiser) but must continually point for and seek new goals in both fields of endeavor. It must devise new departures in education and religious presentations.

Like other media, all radio has to offer an advertiser is circulation—so many people to listen to his message. If it fails in this respect through inferior entertainment and educational content then it can only expect the inevitable. Its future success as an advertising medium depends solely upon its ability to attract and hold listeners. And this in turn will be in direct ratio to its alertness and ingenuity in providing quality and variety in programs.

TANGNEY - McGINN HOTELS Co., Iowa chain, is using daily programs on WMT, Waterloo, to promote attendance at events to be held in cities where its hotels are located. Among the events promoted are the Iowa State Fair, state Legion convention, football games, etc.

RADIO PREFERENCES OF SCHOOL TEACHERS

SCHOOL teachers prefer news broadcasts above other radio programs, followed by popular dance music and symphonic presentations, according to a survey conducted by Harold E. Smith, general manager of WOKO, Albany, N. Y., at the summer session of the New York State College for Teachers.

In making the study, 517 of the 1500 teachers at the school were selected at random and asked to fill out a questionnaire on program preferences. The results follows: News broadcasts 416; popular dance music 361; symphonic music 294; drama 258; light opera 257; band music 238; educational programs 206; sports broadcasts 201; amateur programs 194; comedy 189; opera 185; singing 185; string ensemble 167; mixed music and plays 142; Hawaiian music 137; political speeches 67; children's programs 51; crooning 51; hill billy music 45; transcriptions 24; recipes and cooking talks 20; stock and market reports 13.

New Product of Schenley Makes Its Bow Over WHN

BELIEVED to be the record audience for an amateur hour assembled in St. Nicholas Palace, New York, Aug. 20, when Schenley Products Co. staged a show to introduce a new brand of liquor, with 5,000 dealers, tavern and restaurant proprietors and the company's own sales force present.

The amateur hour is presented every Tuesday over WHN, with Jay C. Flippen as master of ceremonies. For this occasion Louis K. Sidney, of Metro-Goldwyn-Mayer and director of the station, participated in lining up talent and staging the show, which began with the broadcast portion and continued for the visible audience. The air show was staged in the center of the ring, from which the ropes had been removed.

Sandwiched between the entertainment features was a personal appearance by Harry E. Wilken, dean of American distillers, and his two sons and son-in-law who are associated with him in the business. "The Wilken Family Brand" was introduced to the trade audience along with an array of stars, including June Knight, Jack Dempsey, Louis Sobol, Ed Sullivan, Thelma Leeds, Rex Webber, Bob Hall, and a series of amateur boxing and wrestling matches. Lord and Thomas is the agency for Schenley.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica) on Oct. 2 will return Fred Allen to the *Town Hall* program on an NBC-WEAF network. The network will be enlarged at that time to include the Southeast, South Central, Southwest and Northwest groups. Benton & Bowles Inc., New York, is the agency.

The Ideal Test City
ATLANTA
Key Market Down in Dixie

AS ATLANTA GOES, SO GOES DIXIE — Atlanta is the bull's eye of the Great Southeast and is a dominant market in the entire South. So when you hit this market, you make a big dent in the field, and your efforts in Atlanta will influence your sales throughout the entire section. Atlanta is the metropolitan city of the South, so you can reach all classes. It is of the right size and so located that it is the ideal city for any test campaign.

Your Spokesman in Atlanta!

Concentrate on Atlanta; use WGST. There is no waste "circulation" and the cost is lower. Most important is the fact that the majority of large local advertisers use this station consistently and many do so exclusively. Retail stores must get dollar for dollar value. They know by experience what pays and their advertising must actually sell goods. So their study, findings, and constant use of WGST should be an excellent guide post for the national advertiser.

WRITE OR WIRE US ABOUT THE ATLANTA MARKET AND HOW TO TEST IT.

1000 Watts day
500 Watts night
Affiliated with Columbia Broadcasting System

WGST
ATLANTA

Paul H. Raymer
Representatives
New York
Chicago
San Francisco

James W. Clark, Vice President & Gen. Mgr.

COMPLETE
UNITED·PRESS
NEWS
COVERAGE

BUTTE
Home of
KGIR

Food Series Decade Old

ALFRED W. McCANN Jr. will start his fifth year as conductor of the *Pure Food Hour* of WOR, Newark, on Sept. 9, also marking the program's tenth year on the air. McCann took over the series when the original conductor, Alfred McCann Sr., died five years ago. John Gambling, WOR announcer, again will handle the announcing assignment. Thirteen sponsors will participate this year, two of them having been with the program since its inception.

Burns & Allen Shift

CAMPBELL SOUP Co., Camden, N. J., broadcasting *Hollywood Hotel* on CBS Fridays 9-10 p. m., will add Burns & Allen, comedy team, late in September. Burns & Allen have been sponsored for several years by General Cigar Co., New York (White Owls). F. Wallis Armstrong Co. Inc., Philadelphia, handles the Campbell account.

MOHAWK CARPET MILLS Inc., has renewed *Five Star Jones* on 21 CBS stations for the second time. This program began Feb. 4 and is broadcast five days a week. Blackett-Sample-Hummert Inc., New York, is the agency.

WREN Asks Writ

A PETITION for a writ of certiorari to review the opinion of the U. S. Court of Appeals for the District of Columbia in the case of WREN, Lawrence, Kan., against the FCC, was filed in the U. S. Supreme Court Aug. 27 by Paul M. Segal, Washington attorney. The case involves FCC procedure in granting new station facilities when stations already in the community ask the right to intervene. The FCC denied this right to WREN, which procured an injunction from the Supreme Court of the District of Columbia, restraining the FCC from holding the hearing on the application of WHB, Kansas City, for increased time. The appellate court, however, on June 11, by a 3 to 2 decision, reversed the lower court.

Upholds Political Scrutiny

HOLDING that the station was within its rights, the FCC Broadcast Division on Aug. 27 denied a petition of John G. Priebe asking it to cancel the license of WCCO, Minneapolis, because Mr. Priebe was denied permission to deliver a speech in behalf of a candidate for mayor of that city unless he would agree to delete certain portions regarded by the station management as objectionable.

DO YA WANNA BUY A DUCK?

NOT WHEN I CAN BUY BROADCASTING FOR ONLY 3 BUCKS A YEAR

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for Two ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $4.00 per year.

Please enter my subscription to BROADCASTING, including the 1935 YEARBOOK Edition. Check is enclosed.

Name ----------

Address ----------

City ----------

State ----------

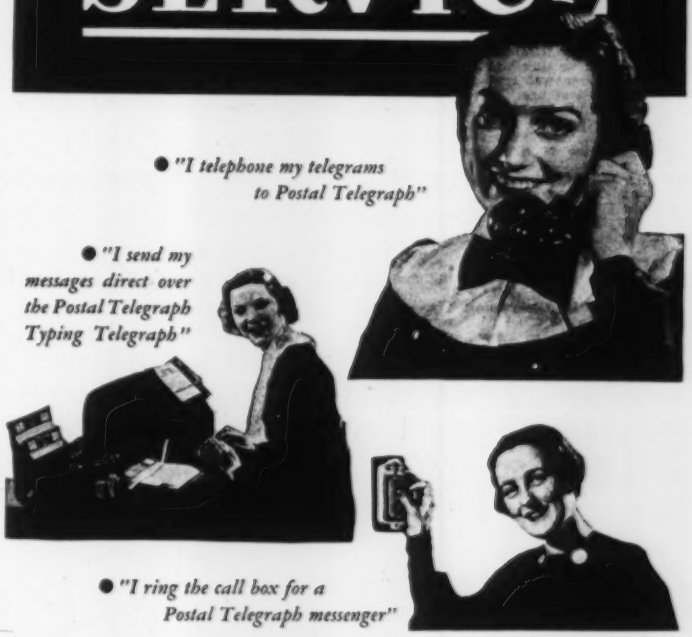
Firm Name ----------

Your Position ----------

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

For Speed.. for Accuracy.. for Dependability ... for SERVICE



● *"I telephone my telegrams to Postal Telegraph"*

● *"I send my messages direct over the Postal Telegraph Typing Telegraph"*

● *"I ring the call box for a Postal Telegraph messenger"*

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 points in the United States and 9,000 in Canada★, but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness, with dependability, with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world... through the only combination of telegraph, cable and radio service under a single management in the United States.

★ *In Canada, through the Canadian Pacific Railway Telegraphs.*

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

AUGUST 14 TO AUGUST 28, INCLUSIVE

Decisions . . .

AUGUST 20

WNRI, Newport, R. I.—Granted modif. CP move transmitter and studio to Newport, change equip., extend completion.

KIUN, Pecos, Tex.—Granted modif. CP transmitter site, change equip.

WROL, Knoxville—Granted modif. CP change equip.

WFBC, Greenville, S. C.—Granted modif. CP extend completion.

WISC, Milwaukee—Granted modif. CP transmitter and studio sites, extend completion.

KSFO, San Francisco—Granted renewal license regular period.

KHJ, Los Angeles—Same.

KFVS, Cape Girardeau, Mo.—Reconsidered action setting applic. for hearing and granted renewal regular period.

WPFB, Hattiesburg, Miss.—Granted 30-day auth. unltd. hours pending action on applic. full time.

KSD, St. Louis—Granted extension exp. auth. use 1 kw N & D for next license period.

WFLA-WSUN, Clearwater, Fla.—Granted extension exp. auth. 1 kw directional N, 5 kw D for next license period.

WJAR, Providence, R. I.—Granted extension exp. auth. 890 kc next license period.

WJIM, Lansing, Mich.—Granted license renewal 1210 kc 100 w with additional 150 w sunrise to sunset, unltd.

WFLA-WSUN, Clearwater, Fla.—Granted renewal license 620 kc 250 w with added 250 w sunrise to sunset, unltd.

WRAX, Philadelphia—Granted renewal license 920 kc 250 w with added 250 w sunrise to sunset, S-WPEN, granted renewal license aux. transmitter.

SPECIAL AUTHORIZATIONS—KABR, Aberdeen, S. D., granted temp. auth. spec. hours; KGGF, Coffeyville, Kan., granted extension temp. auth. spec. hours; WHIS, Bluefield, W. Va., granted temp. auth. 100-watt portable transmitter 1410 kc field tests; KFIZ, Fond du Lac, Wis., granted temp. auth. spec. hours pending applic. modif. license; WTRC, Elkhart, Ind., granted temp. auth. spec. hours; WSUI, Iowa City, granted extension temp. auth. spec. hours; WAAF, Chicago, granted extension temp. auth. spec. hours; WHIS, Bluefield, W. Va., granted extension temp. auth. composite transmitter; WRDO, Augusta, Me., granted temp. auth. operate without freq. monitor; WFBC, Greenville, S. C., granted temp. auth. operate portable transmitter spec. hours.

SET FOR HEARING — NEW, Fred S. Rogers, Glens Falls, N. Y., applic. CP 1210 kc 100 w unltd.; NEW, Attala Brdcstg. Corp., Columbus, Miss., applic. CP 1200 kc 100 w unltd.; NEW, James R. Doss, Jr., Tuscaloosa, Ala., applic. CP 1420 kc 100 w D; NEW, W. L. Gleeson, Salinas, Cal., applic. CP 1310 kc 100 w unltd.; NEW, Mountain States Brdcstg. Corp., Salt Lake City, applic. CP 550 kc 500 w unltd.; NEW, Wm. B. Smullin, Sacramento, applic. CP 1310 kc 100 w N 250 w D unltd.; NEW, American Brdcstg. Co., Pittsburgh, applic. CP 1420 kc 100 w unltd.; NEW, Voice of Labor Stations Inc., Inglewood, Cal., CP in hearing docket amended to 1210 kc 100 w spec.; KUSD, Vermillion, S. D., applic. renewal license set for hearing and present license extended temporarily; KFUO, St. Louis, same.

MISCELLANEOUS — KGFG, Oklahoma City, denied auth. unltd. pending action on applic. for permanent auth.; WLW, Cincinnati, denied 30-day extension temp. auth. 500 kw N with conventional antenna; KGKO, Wichita Falls, Tex., granted request reinstate applic. exp. auth. 250 w additional N; KDYL, Salt Lake City, denied reconsideration and grant without hearing applic. increase from 1 to 5 kw D; NEW, George B. Storer, Detroit, granted continuance hearing on applic. 680 kc 1 kw D; J. W. Birdwell & S. R. Jennings, Johnson City, Tenn., granted 10 days additional to file appearance and facts for hearing 10-9-35; WBNX, New York, denied reconsideration action setting applic. for hearing and "grant said applic. in part without hearing to authorize 500 w D, said applic. insofar as it requests 1 kw and change in transmitter location to remain in hearing docket as now scheduled; NEW, R. J. Nasser, Sacramento, denied petition postponement hearing applic. 850 kc 250 w D hearing set for 10-8-35; WRDW, Augusta, Ga., denied postponement hearing on applic. change from 1500 to 1240 kc, increase from 100 w unltd. to 250 w 1 kw LS pending action on applic. WNBF; oral argument granted on Ex. Rep. I-76 on applic. Natl. Battery Brdcstg. Co., Minneapolis, Dr. George W. Young, Minneapolis, Radio Chapel of the Air, Minneapolis & E. W. Hoffman, St. Paul; I-77 on applic. Glass & Kiriland, Eustis, Fla., Lake Region Brdcstg. Co., Lakeland, Robert Louis Sanders, Palm Beach, Hazlewood Inc., W. Palm Beach; I-78 applic. Head of the Lakes Brdcstg. Co., Virginia, Minn., & I-79, WNEW, Newark, to be heard 11-27-35.

APPLICATIONS DISMISSED (request of applicants)—NEW, A. L. Chilton, Kilgore, Tex., CP 990 kc 500 w D; NEW, Educational Radio Inc., Spartanburg, S. C., CP 1420 kc 100 w unltd.; WBCM, Bay City, Mich., Modif. license 1410 kc 500 w 1 kw LS unltd.; NEW, Paul Sullivan Andrews, Lewiston, Me., CP 550 kc 250 w N; WBNO, New Orleans, modif. license 1500 kc 100 w unltd.; WFIL, Philadelphia, spec. auth. 560 kc 1 kw unltd.

RATIFICATIONS:

KHJ, Los Angeles—Granted extension program test period 30 days from Aug. 21 pending action on license applic. (8-15).

WPFB, Hattiesburg, Miss. — Granted temp. auth. unltd. time to 8-27-35 (8-15).

Order of 8-13-35 granting CP applic. of George B. Bairey, Valley City, N. D., vacated inasmuch as grant might involve interference with applic. KGFK which is now on appeal (8-16).

AUGUST 27

KVOR, Colorado Springs, Col.—Granted CP move transmitter outside city limits, change equip.

WMAQ, Chicago—Granted modif. CP extend completion to 11-4-35.

KGMB, Honolulu — Granted modif. CP move locally, change equip., extend completion.

WDBO, Orlando, Fla.—Granted extension temp. auth. 1 kw D to 3-1-36.

WOEB - WTCN, Minneapolis — Granted modif. license change spec. hours.

WPHR, Petersburg, Va. — Granted consent transfer control to John Stewart Bryan, Tennant Bryan & Douglas S. Freeman.

KFAB, Lincoln, Neb.—Granted renewal 30 days.

KFRU, Columbia, Mo.—Same.

WPEN, Philadelphia — Granted renewal for regular period.

WCFL, Chicago—Same.

KEHE, Los Angeles — Granted renewal 30 days.

KELW, Burbank, Cal.—Same.

WIP, Philadelphia—Same.

WIBW, Topeka—Same.

WCFL, Chicago—Granted extension exp. auth. 970 kc 1500 w unltd. to 2-1-36.

SPECIAL AUTHORIZATIONS—WJEJ, Hagerstown, Md., granted extension temp. auth. 50 w spec. hours; KOAC, Corvallis, Ore., granted temp. auth. spec. hours; WFIL, Philadelphia, granted extension temp. auth. 560 kc 1 kw N in Sept.; WDBO, Orlando, Fla., granted extension temp. auth. use added 750 w N in Sept.

SET FOR HEARING—WMC, Memphis, CP change equip., increase to 5 kw D directional; NEW, Lifebuilders (Dr. A. J. Corbell), Fort Worth, CP 1200 kw 100 w unltd.; KGDE, Fergus Falls, Minn., mod. license from 1200 to 630 kc, 100 w N 250 w D to 250 w D & N; KGFG, Oklahoma City, renewal; WOPI, Bristol, Tenn., CP in docket amended to 250 w D; KGKO, Wichita Falls, Tex., KMTR, Los Angeles, KFAC, Los Angeles, applic. renewal.

MISCELLANEOUS — KFXR, Oklahoma City, denied temp. auth. 250 w spec. hours; KGKB, Tyler, Tex., granted extension temp. auth. spec. hours in Sept.; NEW, E. E. Krebsbach, Wolf Point, Mont., denied immediate grant applic. CP 1450 kc 1 kw unltd. (Exp. Rep. pending); WIP, Philadelphia, affirmed grant of 1-29-35 exp. auth. 1 kw; NEW, Southern Oregon Pub. Co., Roseburg, Ore., reconsidered and granted applic. 1500 kc 100 w D; KSO, Cedar Rapids, Ia., reconsidered and granted applic. increase to 500 w N 1 kw D; WCFL, Chicago, granted right intervene applic. WJJD move to Des Plaines, Ill., and denied right to intervene applic. WIND; NEW, Monocacy Brdcstg. Co., Rockville, Md., suspended grant & set for hearing CP 1140 kc 250 w D; WOL, Washington, denied protest grant of Rockville applic; WCCO, Minneapolis, denied petition of John G. Priebe for cancellation WCCO license; WJBK, Detroit, granted right intervene applic. Hyman Altman new station at Detroit 1370 kc 100 w D; WTMJ, Milwaukee, denied petition asking Com. to strike from hearing docket applic. for renewal.

APPLICATIONS DISMISSED—WRDW, August, Ga., CP 1240 kc 250 w 1 kw LS unltd.; WJBW, New Orleans, modif. license 1200 kc 100 w unltd.; NEW, American Brdcstg. Corp. of Ohio, Cleveland, CP 890 kc 500 w 1 kw LS unltd.; WMMN, Fairmont, W. Va., modif. CP 850 kc 1 kw D.

ACTION ON EXAMINERS' REPORTS —NEW, Carl S. Struble, The Dalles, Ore., denied CP 1200 kc 100 w unltd., sustaining Examiner Bramhall (I-73); NEW, F. L. Whitesell, Forty Fort, Pa., denied CP 930 kc 500 w D, sustaining Examiner Hyde (I-74); NEW, Dr. W. J. Reynolds and W. J. Reynolds Jr., Selma, Ala., granted CP 1500 kc 100 w D, sustaining Examiner Hyde (I-80); WTAQ, Eau Claire, Wis., granted vol. assign. license to WHBY Inc., sustaining Examiner Hill (I-82); WTAW also granted CP change studio & transmitter sites, directional antenna, change hours to unltd., sustaining Examiner Hill.

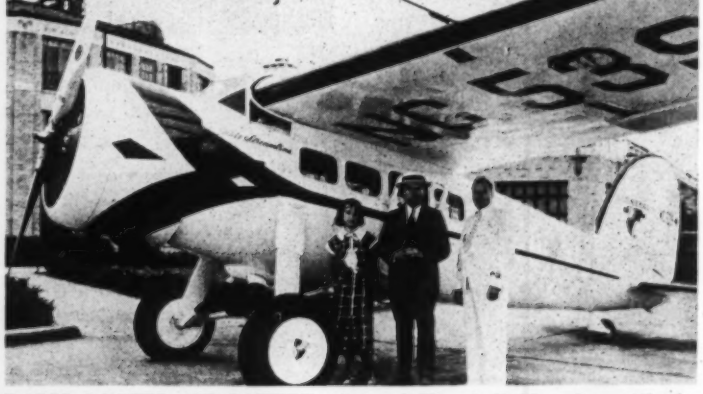
RATIFICATIONS:

KFKA, Greeley, Col.—Granted CP move transmitter locally (8-21).

KTRH, Houston — Granted temp. auth. 1290 kc 1 kw 2½ kw LS unltd. to 11-1-35 (8-20).

WOED, Akron—Granted extension temp. auth. airplane transmitter (8-20).

WRGA, Rome, Ga. — Granted extension program test period (8-19).



RADIO BOOSTS AIR SAFETY—General Tire & Rubber Co., with the cooperation of CBS and 10 of its member stations, will send Ray W. Brown, pilot and sales official, on a good-will flight Sept. 7, during which he will relay short wave broadcasts from the plane via the 10 stations. In this picture, beside the company's Lockheed-Vega plane, are President W. O'Neil, of General Tire (center), his daughter Grace, and Pilot Brown.

TEN CBS stations will cooperate with Ray Brown, noted war flier, who is now a sales official of General Tire & Rubber Co., Akron, O., when its business plane *Miss Streamline* takes off Sept. 7 for a circular dawn-to-dusk flight during which Brown will explain to radio listeners how modern planes are guided by the radio direction compass. W. O'Neil, General Tire president, has arranged with CBS and the 10 stations for the special rebroadcasts from the pilot's compartment of the plane, which is equipped with short wave radiophone.

Taking off from New York Sept. 7, Brown will direct his broadcasts successively to WOKO, Albany; WHEC, Rochester; WGR, Buffalo; WHK, Cleveland; WADC, Akron; WJAS, Pittsburgh; WJSV, Washington; WCAO, Baltimore; WCAU, Philadelphia, and WABC, New York — all at various predetermined periods between 7 a. m. and 8 p. m.

The stunt is designed to promote General Tire's streamline low pressure tire as a tiein with its educational demonstration of the efficacy of radio in insuring air safety. Paul White, CBS special events director, has supervision of the arrangements, and special short wave temporary permits for the plane-to-ground relays have been secured from the FCC.

Examiners' Reports . . .

NEW, Wm. A. Schall, Omaha—Examiner Hyde recommended (I-86) that applic. CP 1500 kc 100 w unltd. be denied.

NEW, W. R. Cramer & G. A. Anderson, d/b Omaha Brdcstg. Co.—Examiner Hyde recommended (I-87) that applic. CP 1500 kc 100 w unltd. be denied.

WNBF, Binghamton, N. Y.—Examiner Bramhall recommended (I-88) that applic. change from 1500 to 1240 kc, from 100 w to 500 w N 1 kw D-LS, be denied.

NEW, Hauser Radio Co., Ventura, Cal. —Examiner Seward recommended (I-89) that applic. CP 1310 kc 100 w unltd. be dismissed with prejudice.

NEW, David Parmer, Atlanta; WJTL, Atlanta—Examiner Bramhall recommended (I-90) that applic. of David Parmer for leave to withdraw applic. be granted with prejudice; that motion for leave to withdraw as intervenor be granted with prejudice; that applic. WJTL for renewal be granted; that applic. vol. assignment to J. W. Woodruff & S. A. Cisler Jr., d/b Atlanta Brdcstg. Co. be granted.

WNBX, Springfield, Vt. — Examiner Dalberg recommended (I-91) that applic. CP change from D to unltd. be granted.

NEW, Conn. Valley Brdcstg. Co., Springfield, Mass.—Examiner Dalberg recommended (I-93) that applic. CP 1140 kc 500 w ltd. be granted.

WRJN, Racine, Wis.—Examiner Seward recommended (I-94) that applic. CP 250 w LS be granted.

WRBL, Columbus, Ga., and David Parmer, Columbus, Ga.—Examiner Bramhall recommended (I-95) that motion of David Parmer to withdraw applic. for facilities of WRBL be granted; that applic. WRBL for renewal of license be granted.

NEW, Charles C. Theis, Wichita—Examiner Seward recommended (I-96) that applic. CP 1210 kc 100 w unltd. be granted.

Applications . . .

AUGUST 13

WHIS, Bluefield, W. Va.—Modif. license from S-WRBX to unltd., facilities WRBX, agreement submitted.

KGBZ, York, Neb.—Vol. assignment to Nebraska Brdcstg. Co.; auth. to consent to transfer control to Nebraska Brdcstg. Co.

KFKU, Lawrence, Kan.—Modif. license from 1 to 5 kw D, use WREN transmitter.

APPLICATIONS RETURNED—WMFD, Wilmington, N. C., modif. license from D to D plus LS and 9:15 p. m. Sundays 100 w; WGCM, Gulfport, Miss., auth. transfer control to Sam Gates; WSGN, Birmingham, CP new equip., change from 1310 to 590 kc, from 100 w 250 w D to 1 kw D & N, move transmitter locally.

AUGUST 14

WJAR, Providence, R. I.—Modif. CP change equip., move transmitter to East Providence, further requesting increase from 250 w 500 w D to 1 kw D & N, directional, extend completion.

NEW, Earle W. Brown, Elyria, O.—CP 1500 kc 100 w D.

NEW, C. W. Snider, Wichita Falls, Tex. —CP 1500 kc 100 w unltd.

NEW, Daily News Corp., St. Paul—CP 1370 kc 100 w unltd.

APPLICATIONS RETURNED—KPJM, Prescott, Ariz., license filed in name of Southwest Brdcstg. Co.

AUGUST 15

KPRC, Houston—Extension spec. auth. 5 kw to 3-1-36.

WREC, Memphis—Extension spec. auth. 1 kw 2½ kw D to 3-1-36.

KGKO, Fort Worth—CP new equip., move transmitter & studio from Wichita Falls to Fort Worth.

NEW, A. L. Chilton, Dallas—CP 990 kc 1 kw D.

KGKO, Wichita Falls, Tex. — Auth. transfer control to Amon G. Carter.

WBAA, West Lafayette, Ind.—Modif. license to change spec. hours.

APPLICATIONS RETURNED—WJBK, Detroit, CP move transmitter from Highland Park, Mich., to Detroit, change from 1500 to 1300 kc, increase from 100 w N 250 w D to 250 w D & N; WAZL, Hazleton, Pa., CP change from 1420 to 1380 kc, from 100 w to 250 w, from S-WILM to unltd.; NEW, Morton S. Zaller, Lakewood, O., CP 1500 kc 100 w unltd.

AUGUST 20

NEW, Whittle Furniture Co. Inc., Brunswick, Ga.—CP 1200 kc 100 w unltd.

WMFD, Wilmington, N. C.—Modif. license from D to spec. 100 w.

NEW, W. A. Patterson, Chattanooga—CP 1200 kc 100 w unltd., amended to 1420 kc D.

KFAB, Lincoln, Neb.—Extension auth. synchronize WBBM.

WMT, Cedar Rapids — Extension spec. auth. 1 kw 2½ kw D to 3-1-36.

KMPC, Beverly Hills—Exp. auth. 710 kc 250 w 500 w D unltd., amended to 500 w D & N.

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EQUIPMENT

WGAR, Cleveland, will begin operating with its new half-wave uniform cross section vertical antenna about Oct. 1, and expects substantially increased coverage which will include an area having about 430,000 persons within its range. The radiator, to tower 384 feet, will be of tubular steel fabricated by the Truscon Steel Co. of Youngstown and Cleveland. Steel construction is by Vogt & Conant Co., Cleveland, and electrical work and wiring by Stone Electric Co., Cleveland. The antenna was designed by R. Morris Pierce, WGAR chief engineer, who is in charge of construction. He is being assisted by Ray Bird, of WGAR's technical research staff.

LITTLEFUSE LABORATORIES, equipment manufacturers, on Sept. 1 moved from 4507 Ravenswood Ave., to 4238 Lincoln Ave., Chicago, because increased business made necessary the additional space.

NEW, Eagle Rock Brdcstg. Co., Eagle Rock, Cal.—CP 1160 kc 250 w D, amended to 600 kc.

NEW, Golden Empire Brdcstg. Co., Redding, Cal. — CP 1370 kc 100 w unltd., amended to 1200 kc.

NEW, J. Laurance Martin, Tucumcari, N. M.—CP 1200 kc 100 w unltd.

KFKA, Greeley, Col.—CO move transmitter locally.

NEW, Royal Millere, Sacramento—CP 1210 kc 100 w D.

KFRC, San Francisco—License for CP as modif. new equip., increase from 1 kw to 1 kw 5 kw D.

APPLICATIONS RETURNED—WJAR, Providence, R. I., modif. CP change equip., change from 250 w 500 w D to 500 w D & N, extend completion; KGKO, Wichita Falls, Tex., CO move transmitter locally, change equip., amended to 570 kc 250 w N 1 kw D.

AUGUST 21

WSPD, Toledo—CP increase from 1 kw 2½ kw D to 1 kw 5 kw D, change equip.

KNEL, Brady, Tex. — Modif. CP new station extend commencement.

WIBA, Madison, Wis.—CO change equip., install new antenna, increase from 1 kw to 1 kw 5 kw D.

NEW, Christina M. Jacobson d/b Valley Electric Co., San Luis Obispo, Cal.—CP 1090 kc 250 w D.

KFPY, Spokane—CP move transmitter locally.

APPLICATIONS RETURNED—KFXD, Nampa, Idaho, CP new equip., increase from 100 w 250 w D to 500 w 1 kw D change from 1200 to 1240 kc asks freq. KTFI if & when their applic. 630 kc is granted; KMO, Tacoma, Wash., modif. license from 250 w to 500 w.

AUGUST 23

NEW, Northern Brdcstg. Corp., Watertown, N. Y.—CP 1270 kc 250 w D.

WBZ, Boston—License for CP change equip.

WCOP, Boston — License for CP as modif. new station.

KDKA, Pittsburgh — License for CP change equip.

WBHS, Huntsville, Ala.—CP move transmitter & studio to Chattanooga, asks call letters WTVA, amended from unltd. to D.

KCMC, Texarkana, Ark.— CP change equip.

KTRH, Houston—Exp. auth. 1290 kc 1 kw 2½ kw D unltd.

NEW, Hunt Brdcstg. Assn., Fred Horton, pres., Greenville, Tex.—CP 1310 kc 50 w D.

NEW, F. A. Holmes & F. A. Haffa, Waterloo, Ia.—CP 1370 kc 100 w 250 w D unltd.

AUGUST 26

WFBR, Baltimore—CP 250 w auxiliary.

NEW, John E. Fetzer, Saginaw, Mich.—CP 800 kc 1 kw D.

WPFB, Hattiesburg, Miss. — CP new equip., change from spec. to unltd., move transmitter locally.

WSGN, Birmingham — CP new equip., change from 1310 to 590 kc, from 100 w 250 w D to 1 kw D & N, move transmitter.

NUTS TO YOU!
Perhaps we are, but to the local advertisers—Well, Ask them!
WLBC Muncie, Ind.

NBC engineers late in August began feeding power to the new transmitter tower of WMAQ, Chicago, at Bloomingdale, Ill., and preliminary field intensity tests of the 50,000 watt transmitter were made. The completed plant will cost more than $200,000 and will be placed in service in September. Tests began with a check on the antenna radiation pattern in the immediate vicinity of the transmitter, to be followed with field car tests at higher wattages. Work is under the direction of Raymond F. Guy, NBC radio facilities engineer, assisted by Carl Dietsch, resident engineer, Howard Luttgens, NBC Central Division engineer, and Walter Lindsay, station engineers.

WBNX, New York, took to the air Aug. 24 from its new quarter-wave steel antenna rising 190 feet above the Palisades on the Hudson river at Cliffside, N. J. An increase of 40% in signal strength is claimed. The antenna acts as a lightning arrestor for the neighborhood, being grounded in the Palisades rock formation.

ALONG with its day power increase from 2,500 to 5,000 watts, WDGY, Minneapolis, has installed a new self-supporting vertical radiator 226 feet high, fabricated by the Truscon Steel Co., Youngstown, O. The tower, according to the station, is a radical departure from conventional antennas.

KGER, Long Beach, Cal., under the direction of Jay Tapp, chief engineer, has completed installation of an automatic dialing system whereby all remote lines terminated at the main studios can be operated by the technician on duty at the transmitter. Speech input equipment at the main studio is entirely AC operated and is turned off and on by a Tork clock, thus making it unnecessary for technicians or announcers to be on duty during remote broadcasts.

KBTM, Jonesboro, Ark., plans to install a vertical radiator within a few weeks on its new transmitter site near Jonesboro. Jay P. Beard, manager, built a combination for his home and the transmitting plant, another building on the tract being occupied by Harold L. Kimsey, chief operator. WEBQ, Harrisburg, Ill., claims to have the only self-supporting vertical antenna on the 1210 kc channel.

KGGC, San Francisco, has installed acetate record cutting equipment manufactured by the Presto Recording Corp., New York, and built especially for KGGC.

WAIM, Anderson, S. C., has purchased ultra-high frequency equipment from Haigis Laboratories, Maple Shade, N. J., for street interviews. A $7,500 Moller pipe organ has been placed in the main studio.

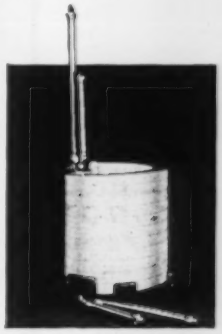
WOWO, Fort Wayne, Ind., is installing new semi-automatic studio switching equipment, designed by its chief engineer, A. H. Rekart.

WOR, Newark, is installing a new master control board capable of five different operations, with Jack Poppele, chief engineer, and Ray Lyon, development engineer, in charge. The board will be capable of handling transmission of network programs, piping of two programs to outside studios for transcribing, transmission of a local and network program at the same time, superimposing of local announcement over a network program and simultaneous feeding to transmitter of all studio activities, either network or local.

WMT, Cedar Rapids, Ia., is erecting a 412-foot directional antenna purchased from International Stacey Corp., Columbus, O., to be located near the present vertical radiator.

WDAS, Philadelphia, is now occupying new studios atop 1211 Chestnut St. New RCA-Victor studio equipment has been installed.

PORCELAIN WATER COILS



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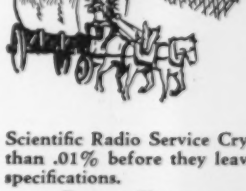

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AGENCIES STAGING PROGRAMS ON WCAE

TO DISCOVER just what the advertising agencies like in a program, Ford Billings, general manager of WCAE, Pittsburgh, has inaugurated a novel agency-program round robin. At his invitation the agencies select their own talent and music and write their own continuity. After all this is done, WCAE puts the show on the air for them—one each Tuesday and Thursday at 7:15 p. m. The program in each case is titled *The Standard Revue*. The first and second programs were developed by Albert P. Hill Co. Inc., and G. M. Basford Co, respectively.

Among other Pittsburgh agencies to take a turn at programming from soup to nuts are Edward M. Power Co., Charles E. Yost Adv Agency, Ketchum, MacLeod & Grove Inc., W. Earl Bothwell and F. A. Ensign Adv. Agency. Additional agencies will be included in the invitation. Mr. Billings hopes to "stumble across a few high-class ideas" by this innovation.

RCA-Victor to Resume

RCA-VICTOR Co., Camden (radio sets, tubes) on Sept. 29 will start a series of half-hour programs featuring RCA-Victor recording artists. A coast-to-coast NBC-WJZ network will be used, Honolulu included. Program will be broadcast Sundays 2-2:30 p. m. Lord & Thomas, New York, is the agency.

What a Market!

In Milwaukee, factory payrolls are up 67% over two years ago—car sales are up 68% over a year ago—home building is booming! There is new business to be had in this good market and WTMJ can get it for you.

WTMJ
The MILWAUKEE JOURNAL
EDWARD PETRY & CO., Inc.

Chair Effects

FOLDING camp chairs have been added to the NBC (Chicago) sound effect equipment. Sound engineers seeking to add local color to *The Open Road* program, after spending a number of days in Chicago railroad yards studying the habits of hoboes, discovered that by giving a violent push to one end of a row of standing camp chairs, they produce a sound effect similar to the clanking of a long freight train getting under way.

Seek Censorship Data

RADIO stations were being circularized recently by Minna F. Kassner and Barnet Charles Shapiro, 233 Broadway, New York, under Mr. Shapiro's letterhead as an attorney, for information designed to help them prepare "a series of articles for publication dealing with the major phases of radio broadcasting, including censorship and editorial discrimination." They were asked to state their policies and rules with respect to defamation, obscenity and profanity, religious broadcasts, political and economic broadcasts, children's programs, astrology and fortune telling, patent medicine advertising, attacks on individuals and officials, advertising soliciting business for doctors, lawyers and dentists and programs involving boycotting.

FTC to Rule on Ads

(*Continued from page 6*)

on a subject that has caused very great confusion.

Secondly, if our understanding of the matter is correct then in that event we request that the Federal Trade Commission afford to the members of the radio broadcasting industry the same notice, and opportunity to sign a publishers' stipulation, as is now afforded other advertising media. If approval is given this request we understand that the form of the stipulation that would be offered to the licensees of radio broadcasting stations will be substantially as described in the form attached to and made a part of this letter and marked Exhibit "A".

The success with which the procedure above outlined has been met in the field of printed media is well known; and I am confident that our 393 members will contribute toward the same success in the field of radio advertising.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Krueger Discs in South

KRUEGER BREWING Co., Newark, N. J. (canned beer) is using a transcription campaign on nine southern stations with twice weekly transcriptions made by Decca Records and titled *Krueger House Party*. The following stations are carrying the program: WJSV, WBT, WPTF, WWNC, WRVA, WTAR, WDBJ, WLVA and WHIS. The series is scheduled for 13 weeks. Fuller, Smith & Ross Inc., New York, is the agency.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Exceptional opening for successful commercial man who can sell time to the larger local advertisers. Eastern Pennsylvania city, over one hundred thousand. Drawing account or salary. Please give complete experience and references in first letter. Box 363, BROADCASTING.

Experienced announcer and continuity writer. Must be able to announce all types of programs including news. Knowledge of control board operation desirable. Salary to start $25 per week. Box 368, BROADCASTING.

Advertising salesman, experienced high-grade man over thirty preferred, salary or commission. Local station, best signal, population 73,000, no competition. Write full details to WKBZ, Muskegon, Michigan.

Situations Wanted

Engineer, eight years' experience, four and one-half as chief, temporarily employed, desires permanent position with progressive station. Dependable, industrious, wide-awake. Would consider local station needing technical improvements and high fidelity engineering on salary commission basis. Age 37, family. Excellent record and references. Box 370 BROADCASTING.

Station director or commercial manager. A-1 broadcast executive. Twelve years' experience directing and managing important American stations. Exceptional record in station development. Recommendations from important radio executives. Location unimportant. Box 351, BROADCASTING.

Continuity writer, production man, account executive. Age 24. Highest references. Three years experience with largest radio stations. Two years with agency. Now employed. Interested in any proposition with a real future. Box 371, BROADCASTING.

Program, musical director, continuity writer, announcer—employed. Years experience. Excellent references. College graduate. Box 367, BROADCASTING.

Young man, five years' experience, selling time, announcing and writing commercial copy, available. Finest references. Box 365, BROADCASTING.

Operator, holding first-class Radiophone license desires position in progressive station. Box 366, BROADCASTING.

Experienced licensed operator desires position with broadcast or radiotelegraph station. Box 369, BROADCASTING.

Music — Talent

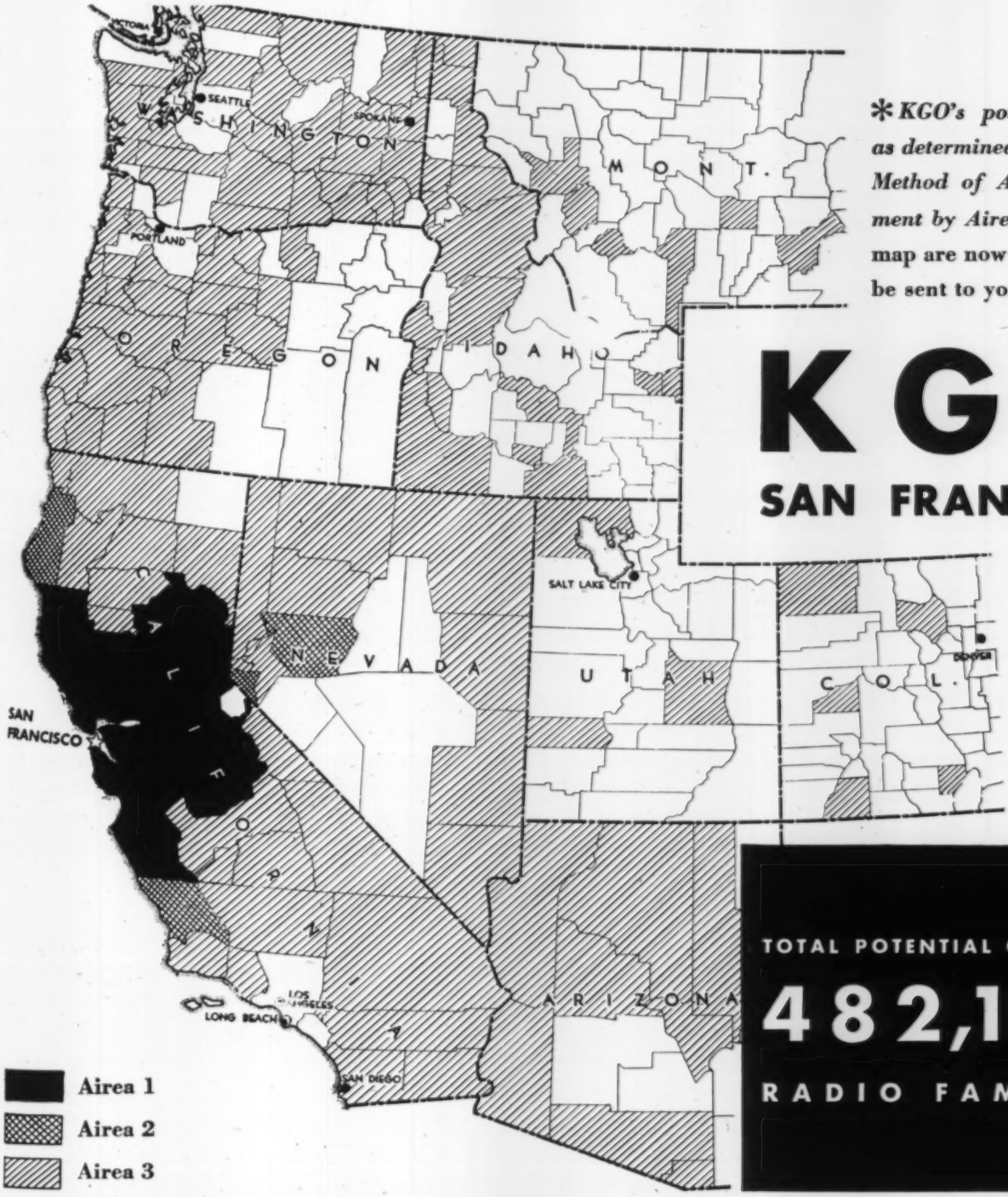
Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

For Sale

Western Electric Equipment—8B Amplifier—17B Amplifier—18B Amplifier—518B Volume Indicator Panel. Good condition. Best offer for all or part takes it. Box 364, BROADCASTING.

2-Western Electric 8-B input equipments for station wishing 2 channel operation. Available at once. Complete details upon request. Edison Electric Illuminating Co., 39 Boylston St., Station WEEI, Boston, Mass.

A Picture Worth a Thousand Words



KGO's potential circulation as determined by the New NBC Method of Audience Measurement by Aireas.* **Copies of this map are now available and will be sent to you at your request.

KGO
SAN FRANCISCO

TOTAL POTENTIAL CIRCULATION

482,138

RADIO FAMILIES*

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT. BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT